



THE GLOBAL STANDARD
FOR LIVESTOCK DATA

Network. Guidelines. Certification.

ICAR Board Meeting

14-15 November Utrecht NL

12-2-2020

Mission Statement

The mission statement drives the organization.

It is what the organization does, what are its main objectives and what it takes to reach those objectives.

ICAR is to be the leading global provider of Guidelines, Standards and Certification for animal identification, animal recording and animal evaluation.

ICAR Mission Statement

Mission of ICAR is to be the leading global provider of Guidelines, Standards and Certification for animal identification, animal recording and animal evaluation.

ICAR wants to improve the profitability, and sustainability of farm animal production by:

- Establishing and maintaining guidelines and standards for best practice in all aspects of animal identification and recording.
- Certifying equipment, and processes used in animal identification, recording and genetic evaluations.
- Stimulating and leading: continuous improvement, innovation, research, knowledge development, and knowledge exchange.

Vision Statement

The vision statement gives the organization direction.

It is the future of the organization, which then provides the purpose.

The vision statement is about what the organization wants to become in the future. It establishes motivation.

Vision Statement

Does ICAR have a vision statement?

ICAR has a purpose(s)....

ICAR wants to improve the profitability, and sustainability of farm animal production.

- ❖ Establishing and maintaining guidelines
- ❖ Certifying equipment and processes
- ❖ Stimulating and leading continuous improvement
- ❖ Providing essential services achieving collaboration

Values

Values are the fundamental beliefs of the organization, qualities or standards.

Values define the organization's culture and steer the establishment of guiding principles.

ICAR has the following values....

- ❖ ICAR is there for its members.
- ❖ Organizations rely on (quality) data to make decisions.
- ❖ ICAR cooperates closely working for and with herds and flocks.

Strategic Assessment

Assessing strengths, weaknesses, opportunities and threats (SWOT) but as import are political, economic, social, technological (PEST) allows a company to verify if the current strategy is being executed and realistically addressing internal and external factors that affect delivering on the mission.

A board of directors should address strategy at the organization level, providing the general guidance for staff to elaborate the business and functional strategies that will ultimately deliver the expected services and products that are the mission.

Organizational Strategy

Take into account for the following questions.

- Who is ICAR?
- What is ICAR?
- Why does ICAR do what it does?

ICAR's Core Products and Services

- Guidelines
- Certification Services
- Evaluation Services
- Seminars and workshops

for



**ANIMAL
IDENTIFICATION**



**ANIMAL
RECORDING**



**ANIMAL
EVALUATION**



**ANIMAL DATA
MANAGEMENT**

Organizational Strategy

Don't take into account

➤ How?

➤ When?

➤ Where?

Strategic Assessment

- ✓ What does a successful ICAR mean?
- ✓ What does ICAR do better than anyone else?
- ✓ What makes us excited first thing in the morning when you think about ICAR?

Strategic Assessment

- ✓ If an area or collaborator responsible for a significant part of ICAR's revenues went away tomorrow (went out of business, developed competing services, or changed its business model), how could ICAR make up the difference?

Strategic Assessment

- ✓ What is the most important agenda topic for the ICAR board in...
 - ✓ June 2020?
 - ✓ June 2023?
 - ✓ June 2030?

Strategic Assessment

Innovation is about staying relevant and we are in a time of unprecedented change.

What may have helped an organization to be successful in the past could cause the organization's failure in the future. Companies need to adapt and evolve to meet the ever changing needs of their constituents.

Stephen Shapiro

Vision Statement

What is the most important question missing from these discussions?

Vision Statement

What is the most important question missing from these discussions?

What resources are needed to make this happen in a reasonable time frame.

ICAR President's Report ICAR 2019

*“It is another great day to be working
providing animal protein, other nutrients and
fiber to feed an expanding human population
for*

*a better socio-economic
standing for that population”*



Strategic Thinking

- Priorities and Prioritization
- Location of the ICAR Office
- **Current** programs and activities
- **New** programs and activities

Strategic Thinking

Priorities and Prioritization

*Human and financial resources
to achieve the plan*

ICAR Services to Members 2019

- ✓ **ID Testing/Certification/Validation (IDSC)**
- ✓ **Recording & Sampling Devices Testing/Certification (RSD)**
- ✓ **Milk Analysis Laboratory Proficiency Testing (MASC)**
- ✓ **Milk Analysis Equipment Certification (MASC)**

ICAR Services to Members 2019

- ✓ **Genetic Analysis Laboratory Accreditation (DNA)**
- ✓ **DNA Data Information Centre Accreditation (DNA)**
- ✓ **GenoEx-PSE (Interbull)**
- ✓ **Interbull / Interbeef Genetic Evaluations (Interbull)**
- ✓ **Certificate of Quality (CoQ EAG)**

Challenges for ICAR 2019 ;

- **Identification**

- ID Numbering systems at the core of ICAR/Interbull/Interbeef services
- Numbering systems need to be consolidated across Guidelines
- ICAR Animal ID Sub Committee leading this cross group initiative

- **Sensors**

- Rapidly developing technology
- New ways of measuring current traits and new traits
- Of significant Interest to most ICAR Groups
- How to evolve and include in MR/DHI our services
- Ref material on Sensor Page on www.icar.org

- **DNA**

- Interest to all species (dairy cattle, beef cattle, sheep, goats, camelid)
- GenoEx, Interbull and Interbeef services
- Rapidly developing technology
- ICAR's DNA WG ensuring we involve at appropriate level

Strategic Thinking

- Priorities and Prioritization

Why

- What is needed for resources?
- What is needed for support?

Speed of Commerce

Strategic Thinking



Achievements, Priorities and Members of Groups



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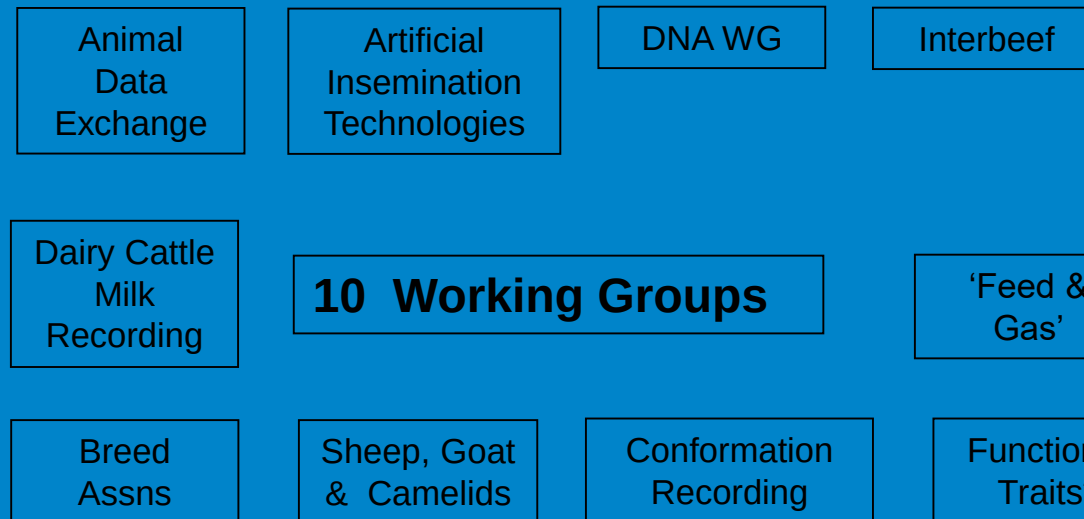
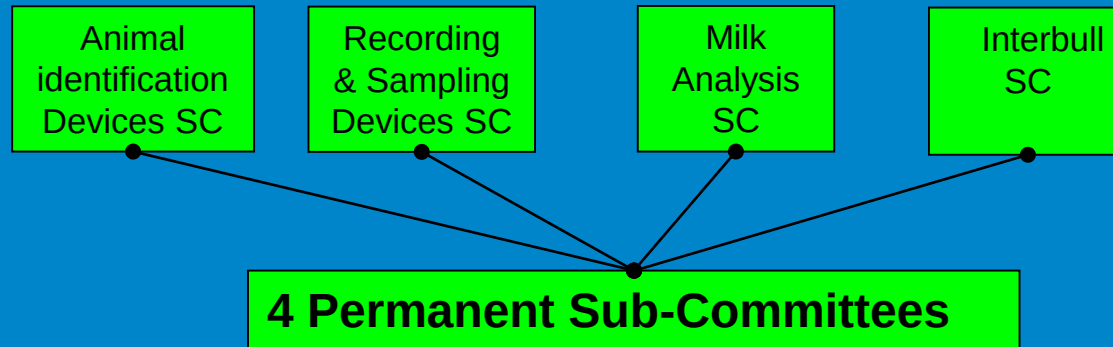
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ICAR 2019 COMMITTEES and GROUPS ACTIVITY REPORT

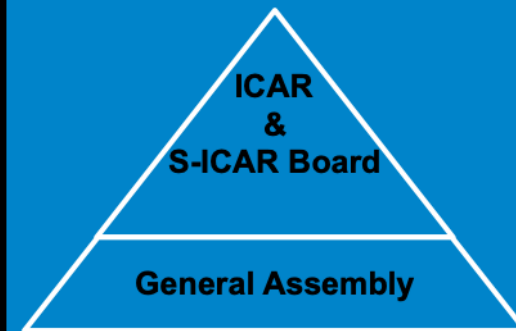
Activities of the ICAR groups since Auckland 2018 and
recognition to the members of the Groups



ICAR Current Technical Organisation



Administrative bodies



Tak Forces

*Animal Care part of Functional Traits with links to IDF's SCAHW

Strategic Thinking

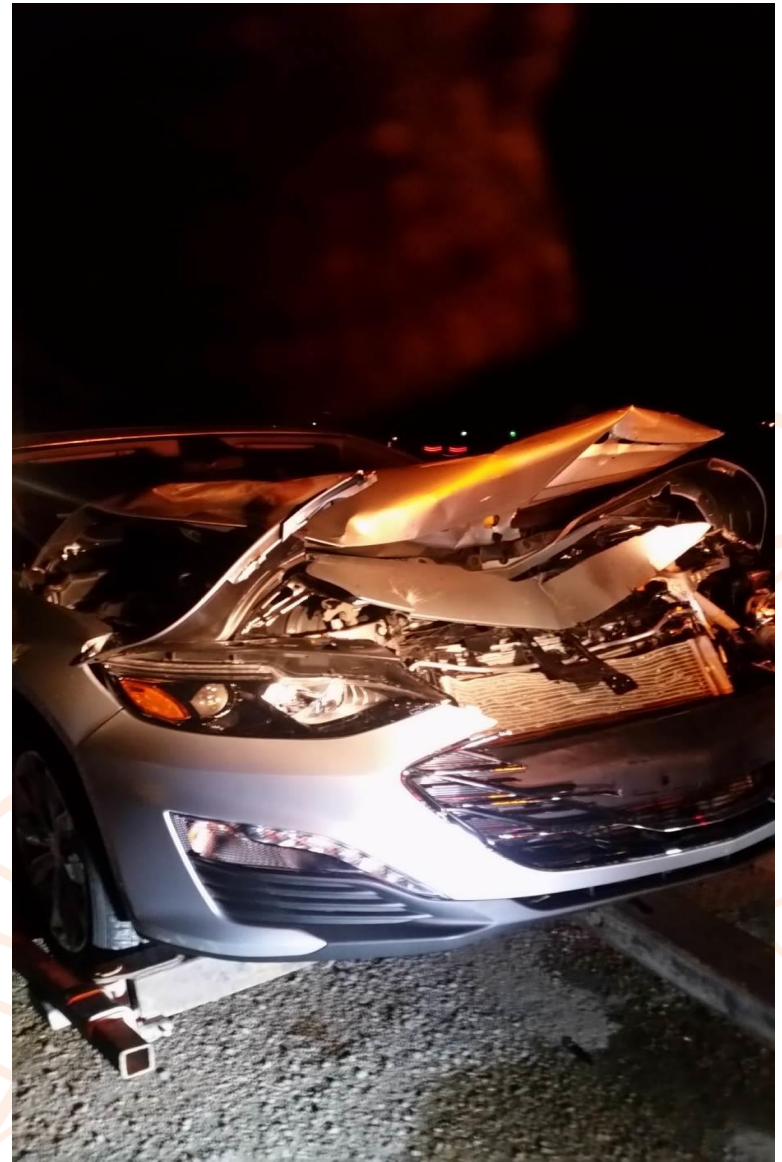
- Priorities and Prioritization

Involve Evolve

***Evolving is really genetic application
to the environment!***

Be confident and be Leaders

Sometimes stuff happens



A Journey



President's Comments - Welcome

Priorities and Prioritization

Better Days through
Better Ways

Be confident and be Leaders