



Dear Members,

It is with great excitement that the AWA announces it will be changing our Registry Management System to Digital Beef. For those who are unfamiliar with Digital Beef I highly recommend visiting their website to learn more about their system and what will be offered to the AWA members.

We believe this system will be much more user friendly to both the AWA and to the members. It will provide the AWA with many great features such as:

Reporting tools that include:

Breed Association Trends, track ownership, transfers, performance, association performance, manage mailing lists, member lists, show lists, contemporary groups and animal tracking, EPD mating predictors and report history for member reference.

Accounting features include:

Produce invoices, track billing history, collect online payments, merchant interfacing, and profit and loss statements.

One of the best features of Digital Beef for our members will be the Registered Herd Management system. This management system is available to AWA members free of charge. This will allow members to input their own data and track their data on breeding, calving, animal performance, health records, animal movement among pastures and more.

Some of the great features will include:

5 Generation Pedigree

Animal Inventories by type, sex, age

Comprehensive Reporting Tools:

Calving report history, active Dam and Sire reports, weaning, yearling and ultrasound reports, custom report writer, historical reports, genetic trend graphs, animal performance reports and ability to generate reports in PDF or Excel.

A great added feature will be the ability to have AWA interface and have the data the member enters on their herd synchronize straight to the AWA registry.

Over the next several months that AWA staff and I will be working with Digital Beef to design our program. Digital Beef creates a custom program for our association according to our rulebook and needs. Once the program had been written and tested, we will move the data from the old system to the new AWA Digital Beef system. The AWA will help the members with learning the new system and have scheduled a question & answer secession at the AGM this fall.

I again encourage you to visit the Digital Beef website to learn more about the program and to contact the AWA with any questions.

Regards,  
George Owen  
Executive Director

Wagyu refers to all Japanese beef cattle.  
"Wa" means Japanese and "gyu" means cow.

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