



ALPACA Owners Association Inc

ANNUAL REPORT 2021

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Cover photos
left photo courtesy of Karen Jarvis, KJ Alpacas
right photo courtesy of Tammie Lightfoot, Hidden Acres

About
Alpaca Owners Associaton, Inc.

Located in Lincoln, Nebraska, Alpaca Owners Association, Inc. (AOA) is the world's largest alpaca association with around 2,500 members and over 280,000 alpacas in its registry database.

AOA is a not-for-profit corporation, which is managed by a team of seven employees who report to a nine-member board of directors. Those nine individuals, who oversee the organization, are elected by the AOA membership to serve staggered three-year terms.

AOA oversees an internationally recognized pedigree registry, Expected Progeny Difference (EPD) program, alpaca show system, judge training program, and industry magazine (Alpacas Magazine). AOA also provides education to current and prospective alpaca owners throughout the world along with a national marketing program for alpacas and alpaca fiber products.

AOA hosts three national events a year: the AOA National Alpaca Show, AOA National Education And Fiber Conference which includes the National Fleece Show, and National Alpaca Farm Days. In addition, AOA supports 31 affiliates.

AOA's National Show System certifies over 40 alpaca shows per year and boasts 25 certified alpaca judges. Along with being sought after to judge internationally, they are in high demand to teach all over the globe.

As of 2021 with more than 35 years of history, AOA continues to provide support to the North American alpaca industry through programs that assist members in growing their alpaca, fiber, and alpaca product businesses.



bottom left photo courtesy of Damaris Koppert, Kloud 9 Acres
top right photo courtesy of Sydney Lee, Dusty Road Alpacas

Message From the Executive Director & President

We hope this message finds you happy and healthy, planning your breedings for 2022, contemplating expanding your fiber business, or possibly entering the vast world of agritourism with your alpacas!

2021 saw the return to the workplace, alpaca events and shows back on the calendar, and an abundance of projects coming out of AOA.

Most notably, AOA launched its first complete membership restructure since its merged inception in 2014. Supported by our voting members, membership is now structured to support four business models with sub-models within each level. And while it's no secret that fees had to catch up with the expense of programs and services, supporting members in their area of focus was the driving force.

Quite possibly the most commented on change is the addition of the AOA Online Education Series. Many owners still viewed AOA membership as a necessity to register and transfer their alpacas. That is still a major reason to join, but now, our bi-monthly educational sessions are adding great value to one's membership investment. We hope you join in on these conversational learning experiences and let us know what you'd like to hear about.

Committee engagement is growing and we thank all of you who have signed up to help steer, promote, and grow the organization and the alpaca lifestyle. We have many new owners who have stepped up to join veteran members to navigate government relations, youth, national marketing, and fleece! Please let us know if you have an interest in servicing on an AOA committee or task force.

AOA launched its first show points system in 2021. This is one way to validate the breeding program of a farm and of animals themselves. It also injects some competitive fun into the show ring. The program was piloted calculating halter points only this first year. We have added fiber for the 2022-2023 show season.

AOA introduced a fully, live-streamed national show to members and...the world. We had a fairly significant global watch party happening. Building on that experience and offering it in subsequent years is our goal.

Perhaps our greatest achievement and the most fun, was having the entire membership rally around the common goal of registering 5,000 alpacas! We exceeded the goal, registering 5016! Every alpaca does count and thank you for making it happen. Tracking the national herd is important for so many reasons.

We are confident that 2022 is going to prove an amazing year at AOA. We're off to a great start with membership renewal (let's hit 2500 members this year!), registrations (can we get to 5000 again in 2022?) and an overwhelming influx of national show registrations.

Together, we make great things happen. Cheers!



Robin Gifford
Executive Director



Jennifer Hack
Board President

MEET THE 2021–2022 BOARD



Jennifer Hack
President



Wendy Dittbrenner
Vice President



Sharon Milligan
Secretary



Lynn Edens
Treasurer



Rhonda Deschner
Director



Wini Labrecque
Director



Michael Livingston
Director



Jeff Williamson
Director

MEET THE STAFF



Robin Gifford
Executive Director



Jo Ashley
Registration Specialist and Advertising Manager



Margie Ault
Show and Marketing Division Administrator



Dan Huntley
Director of Finance and Operations



De Monson
IT Manager



Marie Schlater
Lab and Transfer Specialist



Alyssa Winterfeld
Event and Member Services Coordinator



photo courtesy of Christine Bauer, North Kountry Alpacas

2022 Budget

Income	TOTAL Jan – Dec 22
Registry Income	457,200.00
National Conferences Income	320,000.00
Show System Income	152,010.00
Advertising Income	119,800.00
Product Income	47,600.00
Member Marketing Income	9,500.00
Benefactor Income	64,000.00
Student Design Income	10,000.00
Membership Income	172,485.00
Misc. Services Income	32,700.00
NAFD Income	3,930.00
Lead List Income	460.00
Other Publication Income	9,200.00
Investment Income	26,400.00
Credit Card Rewards	3,600.00
Total Income	**$1,428,885.00**

Expense	
Registry Expense	130,645.00
National Conferences Expense	236,900.00
Show System Expense	31,000.00
Other Conference Expense	800.00
Board Expense	10,000.00
Awards & Gifts Expense	800.00
Dues & Subscriptions	1,405.00
Insurance Expense	16,642.00
Corporate Fees Expense	200.00
Alpacas Magazine Expense	80,000.00
Accounting Fees	13,500.00
Legal Fees	24,300.00
Marketing & PR Expense	27,600.00
Member Products	14,200.00
Student Design	5,000.00
AOG Expense	8,500.00
Printing	9,500.00
Mailing & Shipping	31,700.00
Technology Services	157,000.00
E-Blast Expense	1,900.00
Employee Expense	504,700.00
Misc. Office	2,400.00
Office Supplies Expense	3,000.00
Building Expense	60,700.00
Bank Service Fees	31,000.00
Equipment Expense	9,660.00
Research & Industry Support	6,500.00
Total Expense	**$1,419,552.00**

Net Ordinary Income	**$9,333.00**

Active Accounts

UNITED STATES

STATE	# OF ACCOUNTS	STATE	# OF ACCOUNTS
Alabama	28	Montana	56
Alaska	7	Nebraska	48
Arizona	109	Nevada	26
Arkansas	40	New Hampshire	55
Armed Forces Pacific	1	New Jersey	110
California	330	New Mexico	66
Colorado	370	New York	244
Connecticut	40	North Carolina	170
Delaware	12	North Dakota	14
District Of Columbia	2	Ohio	345
Florida	138	Oklahoma	78
Georgia	79	Oregon	244
Hawaii	9	Pennsylvania	298
Idaho	68	Rhode Island	13
Illinois	139	South Carolina	46
Indiana	99	South Dakota	17
Iowa	66	Tennessee	96
Kansas	59	Texas	279
Kentucky	97	Utah	62
Louisiana	5	Vermont	52
Maine	66	Virginia	226
Maryland	84	Washington	281
Massachusetts	61	West Virginia	33
Michigan	161	Wisconsin	118
Minnesota	119	Wyoming	31
Mississippi	11	Unknown	7
Missouri	134		

WORLDWIDE

COUNTRY	# OF ACCOUNTS
Australia	13
Austria	4
Belgium	2
Canada	294
Germany	9
Japan	9
Norway	1
Peru	1
Poland	3
Switzerland	3
United Kingdom	6
United States	5349

CANADA

PROVINCE	# OF ACCOUNTS
Alberta	63
British Columbia	34
Manitoba	11
New Brunswick	3
Nova Scotia	4
Ontario	71
Prince Edward Island	3
Quebec	69
Saskatchewan	35
Yukon Territory	1



photo courtesy of Tony Wambaugh, MEEPAH VENTURES LLC

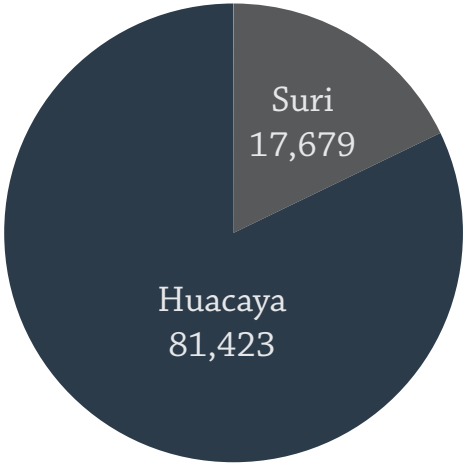
2021 EPD Statistics

The 2021 EPD calculation included observations for at least one trait on 41,774 Huacaya and 9,284 Suri animals. Including pedigree information resulted in analysis of and EPD for 81,423 Huacaya and 17,679 Suri animals. New to this year's analysis is that an inbreeding coefficient was also calculated for all animals in the registry at 277,973 total.

For an animal to receive an EPD, it must have been within 4 generations of an animal with an observation and have an accuracy greater than 0 for fiber diameter.

Read Dr. Enns full report at www.AlpacaInfo.com/report.

Alpacas with EPDs by Breed



9.46 %

INCREASE IN HUACAYA EPDS

9.49 %

INCREASE IN SURI EPDS

August 30

2022 DEADLINE TO SUBMIT TRAIT DATA

EPDs by the numbers

39,663	Alpacas Marked Public
11,974	Accounts that have alpacas with EPDs
6,426	Accounts that have alpacas with trait data

Number of Data Points (Observations) by Trait, by Breed Type

	Huacaya		Suri	
Trait Name	Observations	Average	Observations	Average
Average Fiber Diameter (microns-μ)	47,496	22.4	8,934	25.8
Standard Deviation (AFD; μ)	47,494	4.7	8,928	6
Spin Fineness (μ)	47,495	21.9	8,933	25.7
Percent of Fibers larger than 30 microns	47,470	10.2	8,770	22.6
Fleece Weight	40,213	6.2	8,625	5.6
Mean Curvature (deg/mm)	46,151	41.2	8,750	12
Standard Deviation of Curvature	46,148	23.9	8,750	14
Percent Medullation	22,269	13.3	3,766	14.4
Mean Staple Length (mm)	44,487	89.3	8,597	148.9
Birth Weight	23,852	16.5	5,288	17.3

2021
AOA National Alpaca Show

The 2021 AOA National Alpaca Show sponsored by Alpacas of Moose Creek Ranch and Red Granite Ranch was AOA's first public event since COVID-19 hit in March of 2020. Originally to be located in Colorado the AOA Board of Directors made the decision to move the show to Grand Island, Nebraska, due to strict COVID-19 regulations in Denver. This move proved to be beneficial in more ways than one. It allowed, for the first time, AOA to stream the entire show live to both our Facebook page and the arena. This gave those unable to attend the show, as well as people from across the globe, the opportunity to tune in and enjoy our spectacular national event. We also introduced our Gold Medal Farm video contest, which gave members the chance to showcase their farms after having little to no public for the past year. Our Alpaca Games theme brought in the competitive spirit, and we finished the weekend by crowning eight new gold-medal-worthy Supreme Champions.



2021
AOA Natural Fiber Extravaganza

In the spirit of keeping AOA events virtually accessible to all members, the educational sessions at the Natural Fiber Extravaganza powered by Alpaca Owners Association, Inc. were also live streamed to a virtual audience. AOA also offered these recorded sessions on-demand for both virtual and in-person attendees, expanding our educational reach to members. Our keynote speaker, Rebecca Burgess of Fibershed, focused on the benefits of climate-friendly farming and launched AOA's "Going Green" initiative to practice sustainable farming. The fiber festival and trade show also brought in the public, with shoppers traveling not only to shop the latest in alpaca goods and fiber supplies, but to see the variety of fiber animals provided by AOA volunteers. The fleece show awards highlighted the best of the best in alpaca fleece with championships and Breeder Cup Awards. The Innovative Fleece Assessment also took up its second year of competition, with those fleeces receiving valuable feedback about their potential end-products. It was a great weekend of education, competition, and networking with alpaca owners from across the country.



AOA
Show System

The 2021 show seasons were full and exciting as many more events opened up across the country! A total of 67 official AOA Show System competitions were completed which was an increase of 25 over the previous year! This was such a successful year and it was so wonderful to be back in arenas and visit with AOA members! Congratulations to all for this accomplishment that happened due to countless hours of careful planning and diligence.



The largest AOA Show Superintendent Summit was held in Nashville in August. A total of 18 attendees spent the weekend learning the administrative competition pieces of running an AOA Certified show. Many of these new show superintendents quickly began shadowing at shows so they could practice the information they had learned in an actual show setting. So spectacular to add these accredited persons to our show structure!

The Innovative Fiber Assessment continued to be rolled out as AOA Fleece Judges were trained at the AOA Fleece Judge Summit held in September in St. Louis. The IFA method combines genetics and end-use to advance breeding programs which achieves forward momentum within individual herds, as well as the entire alpaca industry. The most important part of this approach is that fleeces are sorted by grade and feedback includes a summary of the uses for which that fleece is best suited. This show will continue to be offered as an additional type of fleece show.



AOA continued to support events in 2021 that assist event management and judges. Meetings were held with event managers and show superintendents. In the fall, the JTCC Education Team offered to AOA Certified Halter Judges an on-line training entitled, “AOA Judge Halter Bridge.” Judges gathered for this four-segment series on-line from around the world to share slides and engage in discussion of judging traits for both huacaya and suri. Thank you to all AOA Show Management and AOA Judges for your dedicated work and involvement in the AOA Show System throughout 2021.

The Show Rules team worked throughout the summer to discuss and prepare documents for the 2022 AOA Show System Handbook. The 2022 updates were approved by the AOA board in the fall and then staff began preparing the document for production and publishing. All was completed in December and readied for the January release.

The AOA Show System office would like to thank the Judge Training and Certification (JTCC), Judges Advisory Committee (JAC), and the Show Rules Committee (SRC) for the tremendous amount of time and work they give to the AOA Show System! These committees are dedicated to the advancement of shows and researching judging practices used both internationally and in the US to ensure that the AOA Show System maintains the most accurate judging possible.

Alpaca Owners Association, Inc.

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photo courtesy of Alan Kyker