

A man wearing a red short-sleeved shirt, blue jeans, a grey baseball cap, and a light blue face mask is leading a large black pig. The pig has a white stripe around its middle and the number '67-1' written in yellow on its side. The man is holding a blue leash. They are in an outdoor arena with a yellow metal fence in the background. The ground is covered in wood shavings.

**NATIONAL
SWINE
REGISTRY**

2020
ANNUAL REPORT

2020 ANNUAL REPORT

TO THE MEMBERS AND STAKEHOLDERS OF THE NATIONAL SWINE REGISTRY

It is my pleasure to present the following information as compiled in the annual report of the National Swine Registry, a partnership comprised of the American Yorkshire Club, Hampshire Swine Registry, United Duroc Swine Registry and the American Landrace Association. The Yorkshire, Hampshire, and Duroc associations each represent a 30 percent stake in the financial affairs of the NSR, while the Landrace are represented by 10 percent. Collectively, these four breeds represent more than 80 percent of the purebred hog registrations in the country and are incorporated into the breeding schemes utilized by commercial swine production throughout the world. The structure of the NSR is such that nearly all the income and expenses accrue to and flow through the organization.

While the 2020 Annual Meeting and Report were unconventional, being presented in a virtual format due to COVID-19, we are pleased for those that could join us in-person for the 2021 Annual Meeting.

2020 was certainly a year that presented great challenges but great opportunities as well. Prior to most of the country shutting down in Mid-March, NSR sales were on the climb. However, the rest of 2020 was spent replanning, being flexible, and adapting to changing circumstances. Despite multiple event cancellations, a significant decrease in pedigree transfers, and some reduction of staff positions, the National Swine Registry was still able to achieve success. Beyond ending 2020 with a net profit, the organization was able to make major progress and around new merchandising ideas. The Draft Virtual Sire Sale, the event used to replace the cancelled Exposition Open Shows, was the second highest grossing event of the year behind the Summer Type Conference. Additionally, online bidding services have been and will continue to be utilized to help members capture maximum value at NSR events.

Moreover, commercial registrations internationally continue to rise as much of Asia repopulates from African Swine Fever and the commitment, investment, and enthusiasm for the Certified DUROC™ Pork Program has never been greater.

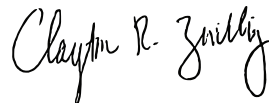
NJSA continues to be the driver of much of our business, with youth swine projects driving demand for purebred genetics. The interest in swine exhibition has never been higher, and NSR governance have created new opportunities through programs like Purebred-Influenced Crossbred Divisions, new shows, and events, and expanded premium and award recognition. Additionally, the NSR Foundation has a record number of funds available to help future leaders grow and develop through scholarship programs and leadership opportunities.

Despite all these exciting advancements, the driver of success for the registry continues to be the support and resiliency of our membership. I humbly invite you as members to study the status of the association carefully.

A heartfelt thank you goes out to each of our staff for your exceptional efforts and commitment to the NSR membership, especially through the unknowns and challenges of COVID-19. Your work ethic, professional service, and resiliency does not go unnoticed. Additionally, thank you to our dedicated breed boards and executive committee members for your leadership and service to the largest swine breed registry in America.

Looking forward to continued success in 2021!

Regards,



Clay Zwilling
Chief Executive Officer



MEET THE BOARDS

2020 NSR EXECUTIVE COMMITTEE 2020 NJSA YOUTH ADVISORY BOARD

- **CHAIRMAN:** Brett Beyers, Ill.
 - **VICE CHAIRMAN:** Dan Burzlaff, Iowa
 - Don R. Smith, Ohio
 - Justin Rodibaugh, Ind.
 - Kyle Baade, Neb.
 - Mike Watson, Ind.
 - Dr. Kevin Sharrett, Ohio
 - Lynsee Pullen, Ind.
 - Steve Cobb, Ark.
 - Ben Olsen, S.D.
- **CHAIRMAN & ACADEMIA REP.:** Dr. Jodi Sterle, Iowa
 - **VICE CHAIRMAN:** Dr. Daniel Hendrickson, Ind.
 - **EXECUTIVE COMMITTEE REP.:** Lynsee Pullen, Ind.
 - **NJSA ALUMNI REP.:** Shandy Bertolino, Ill.
 - **NJSA ALUMNI REP.:** Dr. Greg Krahn, Ind.
 - **INDUSTRY REP.:** Randy Bowman, Ill.
 - **AT-LARGE REP.:** Philip Gentry, Ga.
 - **AT-LARGE REP.:** Matt Claeys, Ind.

2020 NJSA JUNIOR BOARD OF DIRECTORS

- **President:** Shelby Weinrich, Calif.
 - **Vice President:** Jada Johnson, Ind.
 - **Secretary:** Katelyn Robinson, Mo.
 - Will Aycock, Ala.
 - Hannah Hawkesworth, Calif.
 - Haylee Henry, Ohio
 - Ty Kim, Ga.
 - Mason Lamonte, Fla.
- Mallory Liles, Ohio
 - Shyann McWhirter, Okla.
 - Jade Parrish, Fla.
 - Jenna Scarborough, Calif.
 - Micah Smock, Ohio
 - Keko Taipin, Ore.
 - Cody Toth, Ind.

2020 DUROC BOARD OF DIRECTORS

- Doug Albright, Mich. - **President**
- Jayson Butts, Wis. - **Vice President**
- Don R. Smith, Ohio - **Executive Committee Rep.**
- Brett Beyers, Ill. - **Executive Committee Rep. ONLY**
- Justin Rodibaugh, Ind.- **Executive Committee Rep.**
- Darrell Drake, Ind.
- Chad Hill, Texas
- Blane Olson, Ill.

2020 LANDRACE BOARD OF DIRECTORS

- Jonas McGrew, Ill.- **President**
- Mark Korb, Ohio - **Vice President**
- Lynsee Pullen, Ind. - **Executive Committee Rep. ONLY**
- Sam Malcolm, Ind.
- Russell Pedrett, Calif.
- Freddie Grohmann, Ill.
- Kyle Knauth, Ill.
- Kyle Crowder, Ind.

2020 HAMPSHIRE BOARD OF DIRECTOR

- Mark Peter, Ill.- **President**
- Kyle Baade, Neb.- **Vice President & Executive Committee Rep.**
- Mike Watson, Ind.- **Executive Committee Rep.**
- Dr. Kevin Sharrett, Ohio - **Executive Committee Rep. ONLY**
- Mike Day, Okla.
- Steve Earnhart, Ind.
- Shon Grimm, Iowa
- H.L. Gibson, Ohio

2020 YORKSHIRE BOARD OF DIRECTOR

- Steve Cobb, Ark.- **President and Executive Committee Rep.**
- Kevin Ricker, Ohio- **Vice President**
- Dan Burzlaff, Iowa- **Executive Committee Rep. ONLY**
- Ben Olsen, S.D.- **Executive Committee Rep.**
- Broc Thompson, Ohio
- Chad Martin, Ind.
- Colton Blehm, Okla.
- Jared Frueh, Ill.

TOP LITTER RECORDING FIRMS

Duroc

Rank	Firm	Litters
1	Acuity Swine Genetics, IL	490
2	Compart's Boar Store, MN	401
3	Waldo Genetics, NE	293
4	Cedar Ridge Genetics, IL	214
5	Zehr Farms, IL	99
6	Howard Parrish, OH	98
7	RW Genetics Inc, TX	96
8	Jack Rodibaugh & Sons, IN	84
9	Huinker Durocs Ltd, IA	79
10	Stewarts Duroc Farm, IA	75
11	Truline Genetics, MO	74
12	Shaffer Genetics, INT'L	71
13	Beyers Farms, IL	62
13	Charles Real, TX	62
14	David Martin, IA	54
15	Isler Genetics, OH	53
16	Eggers & Sampson Showpigs, IA	52
17	Albright Swine Farms, MI	51
18	Drake Purebred Farms, IN	45
19	Lapryor Farms, IL	44
19	Jerry Huffington, IL	44
19	Mohican Valley Genetics, OH	44
20	Chuck & Ben Olsen, SD	40
21	Shaffer's Goldrush, IN	39
21	Derek Bartholomew, TN	39
21	Danner Livestock LLC, IN	39
21	Kent Brattain & Family, IN	39

Landrace

Rank	Firm	Litters
1	Shaffer Genetics, INT'L	2,148
2	Acuity Swine Genetics, IL	341
3	Cedar Ridge Genetics, IL	327
4	Compart's Boar Store, MN	228
5	Waldo Genetics, NE	227
6	Truline Genetics, MO	59
7	Drake Purebred Farms, IN	22
8	McGrew Showpigs, IL	21
9	Korb Farms Inc, OH	16
10	Kent Brattain & Family, IN	14
11	Lance & Mitchell Westcamp, OH	9
11	Mark & Sandy Ottenwalter, CA	9
11	Little Farms Inc, IA	9
12	Grant Lazarus III, PA	7
13	Son Rock Farms, OH	5
14	Isler Genetics, OH	4
14	Cornerstone Ventures LLC, TX	4
14	Linville Family Farm, IN	4
14	Wintex Farms, TX	4
14	Russell Whewell, IL	4
15	Orin Allen, IL	3
15	Vista Brook Farms, KY	3
15	Sam Malcolm & Family, IN	3
16	Elm Farms- Matthew & Kalli, TX	2
16	Harsh & Clauson, IN	2
16	Brian Mitchem & Family, IN	2
16	Oneil Family, IN	2
16	Luke Worden, IA	2
16	Payton Hill, OK	2

Hampshire

Rank	Firm	Litters
1	Earl Cain & Family, IA	204
2	Shaffers Goldrush, IN	81
3	Marland Farms, IA	69
4	Heimer Hampshires, MO	61
5	Steve & Derek Earnhart Families, IN	52
6	Drake Purebred Farms, IN	47
7	Kilmer Swine Farms Inc, IN	43
8	Truline Genetics, MO	40
9	Harvey Show Stock, IN	39
10	Kyle & Laura Baade, NE	33
11	David Martin, IA	32
12	Joe Lancaster, OK	31
13	Austin Joostberns, MI	27
14	Colton Williams, MO	26
15	Walsh Family Farm Llc, WI	24
15	Jerry D Brink, IA	24
16	Robert Meeker, IL	23
16	George & Mike Watson, IN	23
17	Kent Brattain & Family, IN	22
18	Brent Bolen, IL	21
18	Day Farms Hamps, OK	21
19	Autrey Show Pigs, IN	20
19	Cedar Ridge Genetics, IL	20
20	Danner Livestock LLC, IN	18
20	Charles Real, TX	18

Yorkshire

Rank	Firm	Litters
1	Shaffer Genetics, INT'L	3,216
2	Waldo Genetics, NE	546
3	Cedar Ridge Genetics, IL	489
4	Compart's Boar Store, MN	441
5	Acuity Swine Genetics, IL	390
6	Wayne J Huinker, IA	138
7	Michigan State University, MI	106
8	Shipleigh Swine Genetics, OH	80
9	Jack Rodibaugh & Sons, IN	74
10	Steve Cobb & Family, AR	73
11	Ricker Yorkshires, OH	72
12	Truline Genetics, MO	65
13	Isler Genetics, OH	64
14	Hahn Genetics, IN	62
15	Chuck & Ben Olsen, SD	58
16	Heimer Hampshires, MO	57
17	Lorenzen Farms, IL	53
18	Charles Real, TX	51
19	DJ & Amara Sanders, IL	50
19	Thompson Brothers Genetics, OH	50
20	Oklahoma State University, OK	44
21	David Mitchem & Family, OH	36
22	Drake Purebred Farms, IN	34
23	Jared Frueh, IL	32
24	Kilmer Swine Farms Inc, IN	31

TOP TRANSFERS BY FIRM

Duroc

Rank	Firm	Transfers
1	Beyers Farms, IL	190
2	Danner Livestock LLC, IN	157
3	Lily, Willow, Briggs Beck & Kayla Baker, IN	153
4	RW Genetics Inc., TX	146
5	Kaden & Emersen Butts, WI	125
6	Kent Brattain & Family, IN	112
7	Huinker Durocs Ltd., IA	106
8	Chuck & Ben Olsen, SD	103
9	Platt Show Pigs, IN	101
10	Shaffer's Goldrush, IN	96

Hampshire

Rank	Firm	Transfers
1	Shaffer's Goldrush, IN	143
2	Earl L. Cain & Family, IA	118
3	Austin Joostberns, MI	80
4	Autrey Show Pigs, IN	78
5	Danner Livestock LLC, IN	73
6	Kent Brattain & Family, IN	69
7	Colton Williams, MO	66
8	Harvey Show Stock, IN	55
8	Kilmer Swine Farms Inc., IN	55
9	Cade Fecke, IL	54
10	Marland Farms, IA	53

Landrace

Rank	Firm	Transfers
1	Kolton & Knox Knauth, IL	79
2	Kent Brattain & Family, IN	56
3	McGrew Showpigs, IL	40
4	Maddie Fugate, IL	38
5	Korb Farms, Inc., OH	29
6	Sam Scher, IN	27
7	Nathan & Ben Lenig, IN	25
8	Alexis Funkhouser, IN	18
9	Son Rock Farms, OH	17
9	Platt Show Pigs, IN	17
10	Clint Thayer, IN	15

Yorkshire

Rank	Firm	Transfers
1	DJ & Amara Sanders, IL	162
2	Chuck & Ben Olsen, SD	138
3	Lilly, Willow, Briggs Beck & Kayla Baker, IN	123
4	Hahn Genetics, IN	120
5	ShIPLEY Swine Genetics, OH	113
6	Jack Rodibaugh & Sons, IN	99
7	Ricker Yorkshires, OH	93
8	Chad Martin & Family, IN	75
9	Jared Frueh, IL	70
10	Kilmer Swine Farms, Inc., IN	69

TOP POSTWEANING DATA CONTRIBUTORS BY FIRM

Duroc

Rank	Firm	Records
1	Compart's Boar Store, MN	1,547
2	Waldo Genetics, NE	957
3	Acuity Swine Genetics, IL	519
4	Cedar Ridge Genetics, IL	236
5	Shaffer Genetics, INT'L	105

Hampshire

Rank	Firm	Records
1	Brian Mitchem & Family, IN	10
2	Acuity Swine Genetics, IL	5
3	Cedar Ridge Genetics, IL	1

Landrace

Rank	Firm	Records
1	Shaffer Genetics, INT'L	1,594
2	Compart's Boar Store, MN	1,262
3	Waldo Genetics, NE	498
4	Acuity Swine Genetics, IL	420
5	Cedar Ridge Genetics, IL	335

Yorkshire

Rank	Firm	Records
1	Shaffer Genetics, INT'L	2,032
2	Compart's Boar Store, MN	1,871
3	Waldo Genetics, NE	1,172
4	Cedar Ridge Genetics, IL	689
5	Acuity Swine Genetics, IL	389

DUROC NATIONAL PREMIER SIRE

Firm: Crossroad Genetics, IN OAB7 Next Chapter 6-4

TOP LANDRACE AI AWARD

Firm: Premium Blend Genetics, IN Certificates: 82

TOP HAMPSHIRE AI AWARD

Firm: Shaffer's Goldrush, IN Certificates: 297

TOP YORKSHIRE AI AWARD

Firm: Top Cut Genetics, IN Certificates: 365

TOP JUNIOR RECORDERS

Duroc

Rank	Junior Recorder	Litters
1	The Cain Kids, IA.....	93
2	Kaden & Emersen Butts, WI.....	52
3	Lily, Willow, Briggs Beck & Kayla Baker, IN....	48
4	Olson Farms, IL.....	39
5	Kashton & Kodee Pullen, IN.....	20

Hampshire

Rank	Junior Recorder	Litters
1	Tegan Walker, IN.....	42
2	Cole & Ashlyn Igo, MO.....	20
3	Cade Fecke, IL.....	19
4	Kewanee Kids, GA.....	18
5	Ashley, Garrett, Tyler Crowder, IN.....	15

Landrace

Rank	Junior Recorder	Litters
1	Kolton & Knox Knauth, IL.....	38
2	Maddie Fugate, IL.....	16
3	Ty Jones, KY.....	15
4	Tegan Walker, IN.....	11
5	Sadie, Colton & Sophia Popejoy, IN.....	7

Yorkshire

Rank	Junior Recorder	Litters
1	Paul Oliver, GA.....	55
2	Lily, Willow, Briggs Beck & Kayla Baker, IN....	34
3	Cade Fecke, IL.....	28
4	Ethan & Isabel Stohlquist, IL.....	23
5	Wyatt Wilson, IN.....	18

TOP SOW PRODUCTIVITY DATA CONTRIBUTORS BY FIRM

Duroc

Rank	Firm	Spi Litters
1	Compart's Boar Store, MN.....	313
2	Waldo Genetics, NE.....	206
3	Acuity Swine Genetics, IL.....	128
4	Cedar Ridge Genetics, IL.....	115
5	Howard Parrish, OH.....	85

Hampshire

Rank	Firm	Spi Litters
1	Earl Cain & Family, IA.....	156
2	Marland Farms, IA.....	54
3	Drake Purebred Farms, IN.....	43
4	Truline Genetics, MO.....	33
5	Joe Lancaster, OK.....	22

Landrace

Rank	Firm	Spi Litters
1	Shaffer Genetics, INT'L.....	1,489
2	Cedar Ridge Genetics, IL.....	267
3	Waldo Genetics, NE.....	209
4	Compart's Boar Store, MN.....	180
5	Acuity Swine Genetics, IL.....	96

Yorkshire

Rank	Firm	Spi Litters
1	Shaffer Genetics, INT'L.....	2,241
2	Waldo Genetics, NE.....	459
3	Cedar Ridge Genetics, IL.....	423
4	Compart's Boar Store, MN.....	334
5	Acuity Swine Genetics, IL.....	149

2020 MOST INFLUENTIAL SIRE

Duroc

Rank	Sire	Litters
1	NBS8 MASTERMIND 17-3.....	151
2	BEYE9 MASTER PLAN 11-3.....	145
3	LSNB7 BOMB SQUAD 28-6.....	138
4	OAB7 NEXT CHAPTER 6-4.....	113
4	3FSF9 DUNKED ON 31-4.....	113

Landrace

Rank	Sire	Litters
1	KORB8 CHANGE OF PACE 7-4.....	71
2	JMG9 HUSTLE AND FLOW 11-8.....	46
3	KOLT7 PLAYING BY THE RULES 1-1.....	43
4	KOLT7 OVERTIME 1-2.....	39
5	JMG8 REALLY REALLY REALLY 6-6.....	38

Hampshire

Rank	Sire	Litters
1	RMI9 INSPIRED 3-1.....	126
2	RMF8 GRAND ENTRANCE 9-4.....	65
2	VCH7 COMING HOME 9-2.....	65
3	CFLK7 TCG OWN THE WORLD 2-1.....	59
4	DCM9 WARPAT 8-3.....	57
4	RCW8 GRUS ONE OF A KIND 19-5.....	57

Yorkshire

Rank	Sire	Litters
1	1EAS9 BIG STEP 10-4.....	162
2	JRS9 BIG PAW 19-1.....	136
3	NCH8 UPROAR 33-1.....	131
4	TBRO8 KING PIN 245-4.....	116
5	JALR8 HOT TAKE 12-2.....	114

STATE RANK BY LITTER RECORDINGS

Rank	State	Duroc	Hampshire	Landrace	Yorkshire	TOTAL
1.	Indiana	1,669	879	2,391	4,228	9,167
2.	Illinois	1,402	294	742	1,299	3,737
3.	Iowa	821	488	35	522	1,866
4.	Ohio	596	204	68	603	1,471
5.	Minnesota	526	32	228	571	1,357
6.	Texas	859	112	43	217	1,231
7.	Nebraska	320	62	227	600	1,209
8.	Oklahoma	504	90	7	211	812
9.	Missouri	260	214	62	214	750
10.	Wisconsin	205	112	18	138	473
11.	Kansas	184	61	3	96	344
12.	Michigan	113	41	4	160	318
13.	South Dakota	99	30	1	83	213
14.	Georgia	64	48	3	92	207
15.	California	102	8	23	53	186
16.	Pennsylvania	79	30	9	58	176
17.	Kentucky	35	30	18	82	165
18.	Arkansas	24	2	3	85	114
19.	Colorado	55	8	-	24	87
20.	Tennessee	63	1	-	23	87
21.	Florida	21	5	2	34	62
22.	Maryland	23	9	2	21	55
23.	Oregon	29	4	2	13	48
24.	Alabama	22	-	-	18	40
25.	Louisiana	27	2	-	8	37
26.	West Virginia	14	9	-	8	31
27.	New York	15	3	-	10	28
28.	North Carolina	13	4	-	9	26
29.	Arizona	21	-	1	4	26
30.	North Dakota	11	-	-	4	15
31.	Delaware	6	3	-	2	11
32.	Utah	6	-	-	3	9
33.	Mississippi	8	-	-	1	9
34.	Virginia	4	-	-	4	8
35.	Washington	3	1	1	3	8
36.	Idaho	-	-	1	5	6
37.	Montana	2	-	-	3	5
38.	Wyoming	-	-	-	3	3
39.	New Mexico	2	-	-	-	2
40.	New Jersey	-	-	-	1	1
		8,207	2,786	3,894	9,513	24,400

GENETICS & TECHNOLOGY

INTERNATIONAL ACTIVITIES MODIFIED DUE TO COVID:

- A technical service trip to China in January/February was never planned.
- USLGE Annual Meeting – Nashville, TN February 25-28, 2020
- International Livestock and Dairy Expo (ILDEX) in Ho Chi Minh, Vietnam
 - » Rescheduled for July 2020, then December 2020, now on for July 2021
- USA Fair and USSEC Trade Forum with the US Soybean Export Council - Cancelled
- USDA/FAS US-Philippines Agribusiness Trade Mission set for mid-April – Cancelled
 - » Hogs Raiser's Convention – Cancelled
 - » Utilized funding to secure a scrolling banner advertisement on ThePigSite.com
- Livestock Exporters Association Annual meeting – completely virtual in July
- USLGE Fall Board meeting - completely virtual in September
- China Animal Husbandry Expo (CAHE) scheduled for May postponed to September
 - » China Animal Husbandry Expo (CAHE), VIV China, Eurotier China, China Swine Genetics Symposium
 - Four successful activities in September – Yvette Zhou managed our presence on-site for all four
 - Newcom and Clyde Shaffer presented and participated in Q&A virtually for the China Swine Genetics Symposium
- South African Pork Producers Organization (SAPPO) annual meeting – September - Cancelled
- Peru Agribusiness Trade Mission – late October - Cancelled
- Eurotier in Germany planned for November postponed to February and moved to virtual platform
- US Meat Export Federation Annual meeting – completely virtual in November
- Short vaccine program video with University of Nebraska virologist – USLGE funded

TECHNOLOGY UPDATE

- W2 Auction Solutions - new show and sale program – initial testing at 2020 Southwest Type Conference
 - » Side-by-side for Summer Type Conference
 - » Stand-alone run at The Midwestern
 - » Utilized for junior shows (Southwest, Eastern, and Western regionals)
- Axia TP – new pedigree program development
 - » Process optimization and assessment
 - Seven on-site meetings resulted in a 60-page document outlining strengths, weaknesses and opportunities for improvement in both processes and programming
 - First step in determining path forward for Pedigree programming update and/or retool
 - » Initial deep-dive of program code – Can we update to perform on an upgraded platform
- Upgrade of QuickBooks software
- Oversight and maintenance of internal hardware and software systems
- Continued maintenance and upgrades for On-line entry forms
 - » Managed fast-paced changes in show entry schedules due to CoVID related regulations

DOMESTIC ACTIVITIES

- Southeast Regional/Winter Type Conference
- Indiana Pork Board – annual meeting, board meetings and Research & Education meetings
 - » Chair of Indiana Pork Research and Education committee
 - » Virtual meetings with state's US senators and representatives
- Ractopamine & packer acceptance of show pigs – led by Purdue/Indiana 4-H, Indiana Bureau of Animal Health
- National Junior Show/Summer Type Conference
- Certified DUROC Program Stakeholder meeting
 - » Initial work with a marketing firm to build the program from the ground up and relaunch
- Fall Classic
- Everett Forkner Saddle & Sirloin Club induction ceremony
- National Swine Improvement Federation Annual Meeting – completely virtual
 - » Chair of Awards Committee

CHINESE LITTER RECORDING

- » 2014: 4,156
- » 2015: 5,434
- » 2016: 7,208
- » 2017: 7,334
- » 2018: 6,030
- » 2019: 1,667
- » 2020: 5,471

USLGE FUNDING UPDATE

Year	Budget	Spent	Expenditure Rate
2015	\$80,000.00	\$80,900.78	101.1%
2016	\$80,000.00	\$79,525.07	99.4%
2017	\$70,400.00	\$67,571.50	96.0%
2018	\$60,400.00	\$50,019.80	82.8%
2019	\$70,000.00	\$62,009.70	88.6%
2020	\$75,000.00	\$29,960.68	35.9%
2021	\$75,000.00	-	-

EXPORT CHECK-OFF UPDATE

Year	Check-off	Export Pedigrees	Total
2013	\$20,536.42	-	\$20,536.42
2014	\$18,758.54	-	\$18,758.54
2015	\$15,246.62	\$7,195.00	\$22,441.62
2016	\$10,024.00	\$8,340.00	\$18,364.00
2017	\$9,809.60	\$16,660.00	\$26,469.60
2018	\$15,669.63	\$10,360.00	\$26,029.63
2019	\$4,702.57	\$2,530.00	\$7,232.57
2020	\$17,896.15	\$4,143.00	\$22,039.15

LITTER RECORDING UPDATE

Yearly total litter recording by breed

Year	Yorkshire	Landrace	Duroc	Hampshire	W Duroc
2016	12,726	3,879	10,762	3,721	201
2017	14,659	6,585	10,806	3,651	203
2018	11,039	4,101	9,323	3,151	186
2019	7,631	2,689	8,182	3,029	260
2020	9,512	3,927	8,184	2,796	121

Yearly total by showpig, domestic commercial, and international

Year	Total	International	Domestic Comm	Show	Commercial
2016	31,289	7,208	7,133	16,948	14,341
2017	35,904	7,334	12,071	16,499	19,405
2018	27,800	6,030	6,116	15,654	12,146
2019	21,791	1,667	5,340	14,784	7,007
2020	24,540	5,471	5,015	14,054	10,486

NATIONAL JUNIOR SWINE ASSOCIATION

- 12,230 Members
- 49 States (Minus Hawaii)
- 3 Countries
- Top states with most membership:
 1. Indiana – 1,766
 2. Texas – 1,514
 3. Oklahoma – 1,512
 4. Ohio – 862
 5. Illinois – 704

Calendar Sales

- 2017: \$24,080
- 2018: \$12,000
- 2019: \$16,000
- 2020: \$20,000

Participation Fee

- 2015-2016 Show Year: \$57,530
- 2016-2017 Show Year: \$57,050
- 2017-2018 Show Year: \$62,550
- 2018-2019 Show Year: \$61,950
- 2019-2020 Show Year: \$39,615
(July 15, 2019 - July 2020)

NJSA SHOWS AND EVENTS

Show	Barrows	Gilts	Total	Exhibitors	States
Southeast Regional Jan. 21-25, 2019 Perry, Ga.	374	715	1,089	368	17
NYLC <i>Canceled</i>	-	-	-	-	-
The MOVE <i>Cyber Stock Show</i>	107	165	272	-	-
National Junior Show July 5-11, 2020 Des Moines, Iowa	543	1,148	1,691	933	31
Southwest Regional Sept. 3-5, 2020 Woodward, Okla.	154	284	438	223	13
NBS Junior Classic <i>Canceled</i>	-	-	-	-	-
Eastern Regional Oct. 1-3, 2020 Richmond, Ind.	135	331	466	244	17
Western Regional Nov. 19-21, 2020 Reno, Nev.	165	277	442	182	9

Sponsorship

- 2016 Sponsorship: \$215,079
- 2017 Sponsorship: \$230,102
- 2018 Sponsorship: \$241,210
- 2019 Sponsorship: \$207,631
- 2020 Sponsorship: \$230,930

SEEDSTOCK EDGE MEDIA 2021 PUBLISHING SCHEDULE

Issue	Advertisement Reservation Deadline	Digital Mail Date	Print Mail Date
Jan/Feb/Mar Spring Showpig	Jan. 6	Jan. 19	Jan. 28
April/May	March 12	March 30	April 8
June Youth Issue	May 6	May 25	June 3
July	June 15	June 29	July 1
August Boar Stud	July 13	July 27	Aug. 3
Sept/Oct Fall Showpig	Aug. 17	Aug. 31	Sept. 9
Nov/Dec Female Focus	Oct. 26	Nov. 9	Nov. 18

Social Media Numbers

- NSR Facebook: 22,354 followers
- NJSA Facebook: 19,804 followers
- Seedstock EDGE Media Facebook: 3,824 followers
- Twitter: 4,212 followers
- Instagram: 12,900 followers (still eligible for the Swipe Up business feature)
- Snapchat: approximately 900 followers
- NSR Membership E-blast List: 4,026
- NJSA Membership E-blast List: 7,792

Smug Mug Numbers

- All Time Total Orders (2014-2020): 715
- All Time Items Sold (2014-2020): 1,958
- All Time Profit (2014-2020): \$16,611.20
- 2020 Total Orders: 190
- 2020 Items Sold: 450
- 2020 Profit: \$3,821.12

2020 Custom Projects

- Catalogs: 7
- E-blasts: 14
- Flyers: 4
- Social Media Graphics: 7
- Logos: 6
- Banners: 38
- Custom Ads: 4
- Mailing Lists: 4

Walton Webcasting Views

Event	Total Views	Unique Views
2020 Southeast Regional Jr. Gilt Show	22836	16824
2020 NJSA Southeast Regional Showmanship & Jr. Barrow Show	16174	12744
2020 NSR Winter Type Conference Open Show	10586	8205
2020 NSR Winter Type Conference Open Sale	6664	5164
2020 NSR Southwest Type Conference Open Show	25439	20989
2020 NSR Southwest Type Conference Open Sale	31985	30144
2020 The Draft - Boar Parade	9022	7587
2020 NJSA - The Move	6271	5541
2020 NJS/STC Cross Gilts - Ring D	9759	8529
2020 NJS/STC Cross Gilts - Ring C	8924	7696
2020 NJS/STC Senior Showmanship	8814	7565
2020 NJS/STC Cross Barrows - Ring B	6518	5594
2020 NJS/STC Cross Barrows - Ring A	6357	5606
2020 NJS/STC Junior Showmanship	4280	3613
2020 NJS/STC Intermediate Showmanship	4033	3443
2020 NJS/STC Novice Showmanship	2560	2280
2020 NJS/STC Hamp & York Barrow Show	6643	5596
2020 NJS/STC Duroc & Landrace Barrow Show	5926	5192
2020 NJS/STC Duroc & Landrace Gilt Show	15214	12187
2020 NJS/STC Hamp & York Gilt Show	10229	8283
2020 NJS/STC NSR Open Show	30486	21950
2020 NJS/STC NSR Sale	19773	14826
2020 The Midwestern(NSR Breeds) - Ring 1	7408	5796
2020 The Midwestern(NSR Breeds) - Sale	5290	4301
2020 The Midwestern - Crossbred Gilt Show	4724	3980
2020 The Midwestern(NSR Breeds) - Ring 2	4388	3691
2020 The Midwestern - Crossbred Sale	3997	3517
2020 NSR Eastern Regional Swine Show	13034	10993
2020 NSR Fall Classic - York, Landrace, Hamp, Duroc, Cross Boars	10203	7140
2020 NSR Weanling Sale - Females	4021	3375
2020 NSR Weanling Sale - Males	1967	1657
2020 NSR Fall Classic Sale - York, Landrace, Hamp, Duroc, Cross Boars	7355	5789

NATIONAL SWINE REGISTRY, LLC

BALANCE SHEETS | DEC. 31, 2020

Assets	2020	2019
CURRENT ASSETS		
Cash	\$1,657,389	\$1,226,045
CD's/ Alternatives	\$522,267	\$381,621
Accounts Receivable	\$52,851	\$138,651
Inventory, at Cost	\$31,846	\$29,543
Prepaid Expenses	\$43,558	\$56,225
TOTAL Current Assets	\$2,307,911	\$1,832,085
Investments, at Market Value	\$217,558	\$192,953
PROPERTY AND EQUIPMENT		
Muscle Quality Equipment	\$8,097	\$8,097
Office Equipment	\$109,977	\$130,740
Computer Software	\$659,758	\$649,025
Computer Equipment	\$132,622	\$106,204
Vehicles	\$143,252	\$159,157
Accumulated Depreciation	(\$933,311)	(\$906,964)
Property and Equipment – NET	\$120,395	\$146,259
TOTAL Assets	\$2,645,864	\$2,171,297
LIABILITIES		
CURRENT LIABILITIES		
Accounts Payable	\$27,602	\$87,422
Deferred Revenue - Account	\$84,094	\$61,109
Deferred Revenue - NJSA	\$52,365	\$58,275
Deferred Revenue - Shows	\$132,940	\$69,660
Deferred Revenue - Other	\$5,950	\$8,613
Accrued Expenses	\$100,124	\$87,213
SBA - EID Loans	\$159,402	-
Total Current Liabilities	\$562,477	\$372,292
MEMBERS' EQUITY		
United Duroc Swine Registry	\$665,511	\$580,197
American Yorkshire Club	\$564,083	\$478,768
Hampshire Swine Registry	\$668,131	\$582,816
American Landrace Association	\$185,662	\$157,224
TOTAL Members' Equity	\$2,083,387	\$1,799,005
TOTAL Liabilities and Equity	\$2,645,864	\$2,171,297

NATIONAL SWINE REGISTRY, LLC
SCHEDULE OF OPERATING REVENUE & EXPENSE
DEC. 31, 2020

	2020	2019
SHOWS & SALES		
Sale Income	\$2,463,989	\$2,544,865
Entry Income	\$166,833	\$200,191
Sponsorships	\$7,950	\$7,950
TOTAL – Shows & Sales Revenue	\$2,638,772	\$2,753,006
Sale Consignments	\$2,046,136	\$2,148,853
Show Expenses	\$216,506	\$256,145
TOTAL – Shows & Sales Expenses	\$2,262,642	\$2,404,998
OPERATIONAL PROFIT – Shows & Sales	\$376,130	\$348,008
Administration – Allocated	\$303,446	\$325,387
NET – Shows & Sales	\$72,684	\$22,621
NATIONAL JUNIOR SWINE ASSOCIATION (NJSA) & FUND DEVELOPMENT		
Sponsorship & Fundraising	\$282,931	\$364,058
Entry Income	\$231,788	\$371,483
TOTAL – NJSA & Fund Development Revenue	\$514,719	\$735,541
Show Expenses	\$187,639	\$476,928
Show Premiums	\$136,045	\$169,977
Sponsorship Deliverables	\$340	\$4,882
Affiliate Events	\$17,519	\$23,351
Wages	\$80,860	\$123,658
Fundraising Expenses	\$18,871	\$31,540
Junior & Youth Advisory Board	\$16,274	\$20,531
TOTAL – NJSA Fund Development Expenses	\$457,548	\$850,867
OPERATIONAL PROFIT (LOSS) – NJSA & Fund Dev.	\$57,171	(\$115,326)
Administration – Allocated	\$130,433	\$105,099
NET – NJSA & Fund Development	(\$73,262)	(\$220,425)
PEDIGREE		
Litter Registrations	\$864,587	\$843,619
Transfers	\$158,759	\$179,731
Membership & Maintenance Fees	\$115,940	\$131,570
Contract Pedigrees	\$88,985	\$79,243
TOTAL – Pedigree Revenue	\$1,228,271	\$1,234,163
Registration Supplies	\$7,609	\$15,844
Wages	\$214,589	\$228,167
TOTAL – Pedigree Expenses	\$222,198	\$244,011
OPERATIONAL PROFIT – Pedigree	\$1,006,073	\$990,152
Administration – Allocated	\$524,310	\$610,023
NET – Pedigree	\$481,763	\$380,129

	2020	2019
GENETICS & TECHNOLOGY		
Export Pedigrees & Check-Off	\$21,039	\$5,232
Booth Sponsorship	-	-
Research Funds	\$64,916	\$58,193
DNA Testing	\$150,985	\$243,725
Custom Programming	-	\$2,500
TOTAL – Genetics & Technology Revenue	\$236,940	\$309,650
Export Pedigrees & Check-Off	-	\$347
China Expenses	\$40,000	\$40,000
America's Best Genetics Expenses	-	-
Research Expenses	\$32,638	\$66,511
DNA Testing	\$106,540	\$150,353
TOTAL – Genetics & Technology Expenses	\$179,178	\$257,211
OPERATIONAL PROFIT – Genetics & Technology	\$57,762	\$52,439
Administration - Allocated	\$112,724	\$114,747
NET – Genetics & Technology	(\$54,962)	(\$62,308)
MAGAZINE & COMMUNICATIONS		
Advertising	\$127,569	\$178,642
Custom Projects	\$47,538	\$44,198
Subscriptions & Seedstock Source	\$26,020	\$31,157
TOTAL – Magazine & Communications Revenue	\$201,127	\$253,997
Printing & Production	\$87,038	\$129,740
Photography	\$4,536	\$6,962
Mailing	\$13,006	\$19,316
Travel	\$1,076	\$5,509
Custom Projects	\$35,213	\$34,889
Wages	\$114,072	\$152,738
TOTAL – Magazine & Communications Expenses	\$254,941	\$349,154
OPERATIONAL (LOSS) – Magazine & Communications	(\$53,814)	(\$95,157)
Administration - Allocated	\$88,026	\$136,721
NET – Magazine & Communications	(\$141,840)	(\$231,878)
ADMINISTRATION		
Investment Income	\$41,969	\$61,992
Finance Charges	\$4,895	\$8,285
Sale Service	\$7,500	\$7,800
Miscellaneous	\$1,871	\$1,952
Total-Administration Revenue	\$56,235	\$80,029

	2020	2019
ADMINISTRATION CONT.		
Fieldman Wages & Travel Expenses	\$184,619	\$177,998
Staff Wages	\$512,438	\$393,201
Employee Benefits	\$189,178	\$177,914
Employee Payroll Taxes	\$81,339	\$78,501
Staff Expenses	\$24,803	\$23,374
Insurance	\$56,386	\$52,108
Utilities	\$11,300	\$12,522
Telephone	\$16,486	\$18,108
Repairs & Minor Equipment	\$15,317	\$20,232
IT Support & Maintenance	\$102,767	\$95,983
Postage	\$21,774	\$26,281
Professional Fees	\$23,199	\$24,076
Bank & Investment Fees	\$65,396	\$66,670
Annual Meeting & Board Expenses	\$17,851	\$33,555
Building Rent	\$20,000	\$20,000
Grounds Maintenance	\$15,216	\$17,536
Membership	\$3,720	\$5,140
Sponsorship	\$7,550	-
Supplies	\$9,243	\$13,840
Depreciation/Loss on Disposal	\$56,982	\$53,134
Pedigree Subscription	\$15,510	\$50,000
Long Range Strategic Plan	\$894	-
Bad Debts Expense (Recovery)	(\$6,007)	\$10,381
PPP Debt Forgiveness (Income)	(\$231,700)	-
Miscellaneous	\$913	\$1,452
TOTAL – Administration Expenses	\$1,215,174	\$1,372,006
NET – Administration for Allocation	\$1,158,939	\$1,291,977
Allocation to Shows & Sales	(\$303,446)	(\$325,387)
Allocation to NJSA & Fund Development	(\$130,433)	(\$105,099)
Allocation to Pedigree	(\$524,310)	(\$610,023)
Allocation to Research & Genetics	(\$112,724)	(\$114,747)
Allocation to Magazine & Communications	(\$88,026)	(\$136,721)
NET Administration Allocated	-	-
COMPANY TOTALS		
TOTAL REVENUE	\$4,876,064	\$5,366,386
TOTAL EXPENSES	\$4,591,681	\$5,478,247
NSR TOTAL NET INCOME (LOSS)	\$284,383	(\$111,861)



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