



January 26, 2023
National Association of Animal Breeders
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BRAD BELSTRA HIRED AS NAAB ASSOCIATE TECHNICAL DIRECTOR AND ASSOCIATE SERVICE DIRECTOR FOR CERTIFIED SEMEN SERVICES (CSS)

The National Association of Animal Breeders is pleased to announce that Dr. Brad Belstra has accepted the position of Associate NAAB Technical Director and Associate Service Director for CSS, a subsidiary of NAAB. Brad will begin his duties on February 1, 2023.

Brad will work closely with the CSS Service Director to carry out the business of the Association with a primary focus on auditing programs and services as well as technical aspects of the Association. He will also work closely with the NAAB President and the CSS Board of Directors to identify, evaluate and engage in new opportunities to expand the CSS services to A.I. companies both domestically and internationally. Brad will be an integral member of the CSS team that works closely with USDA-APHIS to further develop import and export requirements for bovine semen.

Brad is originally from Indiana and earned his BS and MS degrees in Animal Science from Purdue University and a PhD in Animal Science from North Carolina State University where he continued to study reproductive physiology. He moved to MN to serve as Technical Director for the US division of IMV Technologies after graduation. This role introduced Brad to bovine semen processing equipment and labs across the US and abroad, as well as to key individuals that regulated semen production and insemination dose QAQC programs. Following that he served as the Technical Director of Smithfield Foods large boar stud network, where he gained experience in site biosecurity and health management, developed training and certification programs, and implemented insemination dose QC programs.

The CSS program initially focused on bull health but over time grew to include laboratory and processing procedures. Today, there is an increasing need to focus on semen processing to assure producers that CSS equates to a high-quality product. “Brad is familiar with semen processing as well as sex sorting from his work with Fast Genetics and Sexing Technologies,” states Jay Weiker, President of NAAB. “Brad’s work with semen evaluation, processing, and distribution protocols, as well as his interest in minimizing disease transmission risk via semen, make him a great fit to help grow the CSS programs.”

Belstra resides in Middleton, WI along with his wife Ana and their son Brodey. They enjoy outdoor activities and travelling, especially by rail or to railroad museums to support their son’s fascination with trains. Brad will be based in the NAAB office in Madison, Wisconsin.

NAAB is the national trade association for artificial insemination businesses. NAAB members provide artificial insemination services in the USA and more than 100 countries around the world.

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