

National Association of Animal Breeders



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FOR IMMEDIATE RELEASE

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NAAB ANNOUNCES RECIPIENT OF 2025 DISTINGUISHED SERVICE AWARD DR. CHARLES E. BROWN II

Madison, WI [October 6, 2025] – The National Association of Animal Breeders is pleased to announce Dr. Charles E. Brown II as the 2025 Distinguished Service Award recipient in recognition of his 35 years of dedicated service to the artificial insemination (AI) industry. Throughout his career, Dr. Brown has been instrumental in advancing animal care standards and implementing biosecurity measures that safeguard and strengthen the bovine AI sector.

He has held leadership roles at several AI organizations, guiding veterinary teams and overseeing production, and most recently as Head of Global Biosecurity at Alta Genetics. In this role, Dr. Brown mentored the next generation of veterinarians and provided strategic leadership on animal health and welfare. Since 1996, he has served on the Certified Semen Services (CSS) Board of Directors, including more than two decades as Chairman.

At Alta Genetics, Dr. Brown led the Animal Welfare Team in developing the company's official position on animal care and establishing accountability measures to ensure every site and partner upholds the same high standards.

Recognizing the need for industry-wide preparedness, Brown spearheaded development of the Bovine Germplasm Movement Plan (BGMP) after working on foot-and-mouth disease (FMD) protocols for Alta Genetics. He has led a cross-industry working group of veterinarians, embryo and IVF laboratories, and CSS, collaborating closely with State Animal Health Officials and laboratories to design effective movement plans in the event of an FMD outbreak.

Dr. Brown has also worked extensively with the USDA and international partners to negotiate export health certificates and provide guidance to ensure compliance with country-specific requirements. Recently, his efforts with the USDA and Russian officials resulted in the lifting of restrictions on Montana.

A valued mentor, Dr. Brown, has shared his knowledge across departments, supported international production managers, and ensured products and systems met both national and international regulations. His leadership and mentorship have shaped the careers of countless veterinarians and professionals, helping to build a strong future for the AI and bovine industries.

Dr. Brown retired at the end of April and is now enjoying more time in the great outdoors.



2025 NAAB Distinguished Service Recipient, Dr. Charles Brown, receiving his award from NAAB Board Vice Chair, Jerry Thompson at the NAAB 79th Annual Meeting in Milwaukee, Wisconsin on August 26th, 2025.

NAAB is the national trade association for artificial insemination businesses. NAAB members account for about 95% of dairy semen sold in the USA and market semen to more than 100 countries around the world.

"BETTER CATTLE FOR BETTER LIVING"