

NORTH DAKOTA BEEF COMMISSION MINUTES

September 17, 2025
Minutes

Call to Order

North Dakota Beef Commission (NDBC) Chair Joy Patten called the meeting to order at 8:10 am.

Directors present: Joy Patten, Jess Nehl, Brian Amundson, Jason Zahn, Denise Rohweder, Val Wagner, Carmel Miller, Lane Marshall and Austin Henderson (virtual). Ex-Officio director: Travis Maddock

Staff present: Nicole Wardner, Wendy Masset, Jessi Hummel, Jenna Paul

Guests present: Lisa Pederson - NDSU Extension Beef Specialist and BQA Coordinator, Clark Price, CBB member Mary Graner, Julie Ellingson - ND Stockmen's Association Exec VP, Chris Hoffman, Annie Hennen – USMEF Director of Industry Relations, ND Assistant Attorneys General Matt Sagsveen and Elizabeth Mayans,

Patten called for any conflicts of interest to be declared, none were disclosed.

A motion was made to approve the agenda by Miller, second by Wagner. Motion approved.

NDSU Extension Beef Specialist and BQA Coordinator, Lisa Pederson presented a BQA update for the board. Event reports and upcoming BQA training dates were discussed.

Minutes

Zahn moved to approve the minutes of the August 27, 2025 board meeting, second by Marshall. Motion approved.

Financial Report

Secretary/Treasurer Nehl reported on the August 2025 financials. **Nehl moved to receive and file the financial report, second by Rohweder. Motion approved. Nehl reported on the maturity of the October CD and moved to reinvest the funds for a 12-month term at the highest rate available. Second by Zahn. Motion approved.**

Wardner reported that the annual audit has been initiated by the State Auditor's Office. Staff members, Masset and Wardner, will assist auditors over the next month. Hummel provided a collections and compliance update for current fiscal year, this included Checkoff remitted and outstanding checkoff to be collected.

National/International Items

Clark Price, member of the Beef Industry Long Range Task Force, presented the 2026-2030 Long-Range Plan. The industry strategic priorities were announced at Summer Business Conference in San Diego.

Maddock and Amundson each reported on the Beef Promotion Operating Committee meeting held September 3-4, 2025 in Denver, CO. Mary Graner gave a report from the Cattlemen's Beef Board sharing the distribution of the national Beef Checkoff funds to the national contractors. Wardner shared that new director/staff orientation will be held in October. She also reminded directors who were attending the national convention in Nashville to contact her about travel and registration.

US Meat Export Federation, Industry Relations Director, Annie Hennen presented a proposal to the board for investment in promotions and advertising in different areas of the globe. She updated the board on efforts in the ASEAN area, Africa, and South America. The directors received a written copy

of the proposal to review and discuss by the December meeting. **Nehl moved to continue membership with USMEF, second by Amundson. Motion approved.**

Litigation Update:

Assistant Attorneys General, Matthew Sagsveen and Elizabeth Mayans presented the current lawsuit which includes the North Dakota Beef Commission. The timeline for the case was outlined and directors were able to ask questions about how the suit affects the board and office staff.

Events/Issues/Updates:

Paul gave an update on NDBC social media platforms and shared thoughts on strategy going forward. She also gave a report on NDBC's "Beef.It's What's For Dinner." ranch sign campaign. The staff will continue to offer the signs at cost for producers in the state of North Dakota for the next year.

Wardner updated the board on the marketing contract with the Bismarck Bobcats. The season started in September and they have had a change in staff. Rodeo music will be phased out of use. Wardner reported the timeline that the Federation of State Beef Council's outlined. Wardner shared that the office is assisting in the CBB producer survey. Wardner asked the board about distribution of the NDBC Annual Report. **Amundson moved to only offer the report digitally, second by Rohweder. Motion approved.** The North Dakota Veterinarian Crisis Corp requested assistance in their annual meeting. The group is called into action in the event of an animal disease breakout. **Zahn moved to award a \$5,000 grant, Miller seconded the motion. Motion approved.**

Other Business

Wardner shared the following calendar items:

ND Stockmen's Convention, Sept 24-26 in Minot.

IBAND Convention, October 4, 2025 in Bismarck.

Tailgating: October 4 at Jamestown University; October 11 at NDSU

Three things to share with stakeholders:

1. New staff have hit the ground running, Jessi and Jenna are working hard on producers' behalf.
2. USMEF data on global consumption
3. NDBC board is responsible for Checkoff investments and being creative with promotion and advertising opportunities.

Next meetings:

October 29, 2025 – virtual 8am

November 26, 2025 – virtual 8am

December 17, 2025 – in-person 10 am @ NDBC conference room

A motion to adjourn was made by Marshall, second by Amundson. Motion Approved. Meeting adjourned at 1:38 pm.