

NORTH DAKOTA BEEF COMMISSION MINUTES
March 15, 2016

The North Dakota Beef Commission meeting was called to order at 10:10 am, March 15th 2016, in Bismarck by Chairman Clark Price. Members present were Clark Price, Merle Jost, Jodi Carlson, Dale Kuhn, Dan Rorvig, Kathy Tokach, Jim Bitz, Jerry Effertz and Jeff Dahl. Members absent were Gabe Thompson and Mark Wagner. Staff present included Nancy Jo Bateman, Robin Berger and Joan Hoovestol. Guests present at various times throughout the day included: Sherry Schultz of the ND Stockmen's Association; Shaun Quissell and Amber Boeshans of ND Ag Dept.; Dr. Shannon Casperson, Dr. James Roemmich, and Susan Sorum from the USDA ARS Human Nutrition Research Center in Grand Forks; Dr. Eric Berg with the NDSU Animal Science Dept.; Dr. Sherri Stastny with the NDSU Health, Nutrition and Exercise Sciences Dept., and Elisabeth Demke and Lesley Icenogle with the Gateway To Science Center in Bismarck.

A motion to approve the agenda was made by Carlson, seconded by Kuhn. Carried.
A motion to approve the minutes was made by Rorvig, seconded by Jost. Carried

As the Secretary/Treasurer, Carlson explained how she now reviews the voucher list monthly. At times she will ask a question just for clarification. Carlson also reviews the credit card statement with the receipts. **A motion to approve the financials was made by Bitz, seconded by Carlson. Carried.**

The refunds were discussed. Price mentioned when he was in attendance at the Agri International in Bismarck he was approached by a rancher and given a business card which stated "Money Back" and instructions on how to receive a refund of the state checkoff. These were also available at the IBAND booth at that trade show. Bateman reviewed a map of the state showing where refunds are coming from (no names as they are confidential). Currently refunds are running at 7.9% of income. One person did return his refund check after seeing the letter to the editor in the Wester Ag Reporter.

Hoovestol reported 50 "second" compliance letters will be going out next week to those that did not respond to the first letter they received.

As chair of the audit committee, Carlson reported on the meeting with the auditor from the ND State Auditor's Office and the review of the audit report. Carlson, Rorvig, Jost, Price and Bateman met with Krista from the State Auditor's department. Carlson noted the ND Beef Commission employees cannot stay in a hotel in the same town as you work. Also, segregation of duties is more defined since the commission now has three employees. **A motion to approve the audit was made by Kuhn, seconded by Dahl. Carried.** It was noted by the auditor that Carlson, as the board treasurer, now reviews the office credit card statement and all monthly financials and she commended the Commission and staff for the extra measures of accountability. **A motion was made by Rorvig to have the minutes reflect that the treasurer is involved in providing oversight and commend her and Commission staff for taking additional steps to provide accountability with NDBC finances, seconded by Jost. Carried.**

The annual audit reports from USMEF and NCBA were sent out in advance to the board members for review. **A motion was made by Rorvig to let the minutes reflect that both audit reports were presented and are on file at the NDBC, seconded by Bitz. Carried.**

Shaun Quissell with the ND Dept. of Ag discussed the television commercial that is being produced through the department and that the NDBC will pay to have aired on the state basketball tournaments. A longer version is on their new website location. The next commercial will be specific to dairy with swine to follow. He also reported on the vet feed directive and their involvement with education programs for producers. They are planning producer meetings in the fall. The Dept. has \$125,000/year for three years to help with meeting costs. They will be working with Lisa Pederson and Gerry Stokka.

Lesley Icenogle and Beth Demke with Bismarck's Gateway To Science program presented information on their program and visions for a new building in Bismarck with exciting new exhibit areas for children to learn, specifically about agriculture and how it ties to science, technology engineering and math. They will start getting construction bids when they secure half of their projected costs which are \$32-\$36 million. They just wanted the Commission to be aware of what was going on in hopes that a contribution might be something the Commission would consider in the future. After discussion, **Carlson made a motion to table the Gateway to Science funding request, seconded by Kuhn. Carried.**

Nutrition Research projects from ND researchers that had recently been submitted to NCBA through a national "request for proposal" process were made available to the Commission for consideration as there were not adequate funds to consider all of them at the national level. Joining the meeting from the USDA ARS Human Nutrition Research Center in Grand Forks were Dr. Shannon Casperson, Dr. James Roemmich (interim Center Director) and Sue Sorum who Bateman has worked with at the center for many years, from NDSU-Dr. Eric Berg with the NDSU Animal Science Dept., and Dr. Sherri Stastny with NDSU Health, Nutrition and Exercise Sciences Dept.

The projects that they presented were as follows:

Title: Does replacing sugar with beef in a total western diet during gestation prevent postnatal stunting and predisposition for obesity-related metabolic disorders in a swine biomedical model?

P.I.: Eric P. Berg

Amount: \$193,976

Objectives: Using a gestating swine biomedical model, the objectives of this project are to determine if replacing high-glycemic dietary components (refined sugar and starch) with nutrient dense beef in a representative average American diet will alter fetal nutrient delivery, prenatal/neonatal development, and risk factors for obesity-related metabolic disorders for mothers and offspring.

Title: Beef as part of a structured protein intake pattern during weight loss on body composition, snacking, and adherence to a weight control diet

P.I.'s: Shanon L. Casperson and James N. Roemmich

Amount: \$175,300

Objectives: The overall objective is to test the efficacy of two patterns of daily protein intake (32% from beef) to promote healthy changes in body composition and dietary adherence during weight loss.

Title: Beef protein intake, physical activity, and muscle quality in middle age

P.I.: Sherri N. Stastny

Amount: \$38,610

Objectives: 1) Evaluate the association between dietary beef protein intake and muscle quality in middle-aged women. 2) Determine if physical activity moderates the relationship between beef protein intake and muscle quality.

There was much discussion regarding funding research projects. It was exciting to hear such high level beef nutrition research being developed in ND. After much consideration, **a motion was made by Dahl to fund Dr. Shannon Casperson's research at 75% (\$131,475), Dr. Eric Berg's research at 100% (\$193,976) and Dr. Stastny's research up to 100% (\$38,610) unless the study was approved for additional national funding, seconded by Kuhn. Motion carried with one vote in opposition.**

There was discussion on a request from Kenny Graner to forward all of his checkoff dollars to the Cattlemen's Beef Board. There being no compelling change in state or federal law or regulation since this was discussed last, **a motion was made by Bitz to implement a policy for the NDBC that the commission will not honor a producer request to "redirect" state and/or national checkoff dollars to the Cattlemen's Beef Board or any other organization beyond what is required of the Commission by law. Under board direction, staff is authorized to turn down these requests, seconded by Kuhn. Carried.** Bateman will consult with our assistant attorney general and develop a formal policy.

Bateman gave a report of upcoming events. March 31 she will be doing a beef program in Bismarck for foodservice directors from several states with the Edgewood Vista organization. USMEF will meet May 25-27 in St. Louis and we need someone to attend. Kuhn expressed interest. The Military Appreciation Event at the State Fair will be July 26th. October 1st is the CattleWomen's Beef Run.

Tokach gave an update for the ND CattleWomen. Of the \$7000 special funding they requested for the Bismarck expo, \$6400.00 was spent. They will also give a \$50 sponsorship per individual for their members that participate in the Bismarck Heart Walk along with a t-shirt to wear. A new project they are looking into is popcorn bags to promote beef at sporting events. June 17-18 is their state meeting in Bowman.

Bateman requested input on how funding should be handled for our annual contribution to USMEF. We have budgeted for 3 memberships at \$8600 a-piece. **Carlson made a motion to split USMEF funding 50/50 between national and state funds, seconded by Dahl. Carried.**

Board members who attended the national cattlemen's convention in San Diego and the New State Director Orientation session in Denver shared their experiences of the events. Everyone reported on the committee meetings they attended, some expressing frustration with another new committee structure. Effertz mentioned the operating committee will be reorganized at the end of the month. Everyone was excited about Lisa Pederson receiving the national BQA Educator of the Year award which she greatly deserved. Effertz stated she is very well respected across the nation. Rorvig reported he learned a lot about the workings of all the groups involved in the beef checkoff at the New Director orientation in Denver, CO. He and Robin Berger attended.

The research committee, consisting of Price, Thompson, Dahl and Jost, met ahead of the board meeting and developed a draft RFP process and time line for requesting and reviewing new beef product research proposals. They presented it to the board for discussion. There was discussion on what might or might not be fundable research including if there is a category to fit potential research on how cattle do not hurt the environment. Effertz stated we may need to consider a separate meeting to hear and approve research proposals. Carlson stated we shouldn't limit research proposals to just North Dakota. **Kuhn made a motion to approve the new RFP draft as amended, seconded by Rorvig. Carried.**

Bateman mentioned the ND Soybean Council has approached the ND Beef Commission and Pork Producers to sponsor an Engage Training Program on April 21st. This session would be 2-3 hours long, we would need to invite livestock industry people to attend and the focus would be to learn how to better engage in a conversation about what we do in the beef or livestock business with consumers that don't understand what we do. Some groups to involve may include college students, CattleWomen, Dept. of Ag staff, Lisa Pederson, FFA, ag media, Extension, etc. Bateman will work on the plans and everyone will be invited.

Bateman handed out a sales packet from Range magazine. They have contacted the Commission to consider advertising in their magazine. No action was taken.

Tokach requested that the Commission consider sponsorship for a speaker at the "Tomorrows Top Hands Beef Leadership Summit" scheduled for October 20-22 at Comfort Inn in Bismarck. **Rorvig made a motion to sponsor a speaker that is approved by Nancy up to \$2,000, seconded by Carlson. Carried.**

The next meeting will be June 28. We will go out for dinner after the meeting to honor the retiring board members.

Kuhn moved to adjourn. Carried.

The meeting was adjourned at 6:40 p.m.