

NORTH DAKOTA BEEF COMMISSION MINUTES
September 13th, 2016

The North Dakota Beef Commission meeting was called to order at 10:14 am, September 13th, 2016, in Bismarck by Chairman Jeff Dahl. Members present were Jeff Dahl, Gloria Payne, Dale Kuhn, Jodi Carlson, Dan Rorvig, Travis Maddock, Jim Bitz, Weston Dvorak and Mark Wagner. Members absent were Jerry Effertz and Clark Price. Staff present included Nancy Jo Bateman, Robin Berger and Joan Hoovestol. Guests throughout the day included Lisa Peterson, NDSU Extension BQA specialist and beef producer Frank Tomac.

A motion to approve the agenda was made by Rorvig, seconded by Dvorak. Carried.

A motion to approve the minutes from the June 28 meeting was made by Carlson, seconded by Payne. Carried

Financial statements were reviewed for the year-end and monthly statements for June, July & August. In reviewing statements there were many questions which created a great opportunity for all board members to get a much better understanding of how and why these statements are designed in the manner they are. Carlson had a question on a charge for \$1501.00. Bateman explained this is the sponsorship for banquet in a field. Rorvig wanted clarification on the difference between budget vs estimate on the final approved budget for 16-17. Bateman explained budget lines are the amount approved for programs in that category for the year, and estimate lines for 15-16 were the best estimate of what actually would be spent for expenses for programs in that category at the end of the fiscal year. Payne asked about the expenses included in the budget for the military event. Bateman explained food, travel, advertising and rooms. Dvorak asked how we decide which money goes under which category. Bateman explained the various categories and how we split some expenses 50/50 between national and state checkoff dollars. Carlson asked if any refund checks have not been cashed. Bateman explained that we can pull a report on this and then after two years, uncashed checks must be turned over to unclaimed property. Rorvig had a question on the Federation budget. Bateman explained that for the past year (15-16) the budget committee recommended and the board approved 16% of national checkoff dollars collected and a specific amount of \$40,000 from the new state checkoff dollars would be invested in national programs through the Federation. This year the budget committee recommended 20% from the national dollars and 10% from the state dollars to the Federation and that was what was approved for the 16-17 budget. There was discussion about these investments.

The ND State Auditor's Office is in the process of conducting the audit. An audit committee will need to be appointed and meet prior to the next board meeting to review the audit with the state auditor. Carlson will chair this committee as the Commission treasurer. Dahl asked Rorvig and Dvorak to serve on the committee with Carlson. **A motion to approve the financial reports was made by Carlson, seconded by Bitz. Carried.**

The new marketing plan was distributed to the board.

An annual statement was distributed to board members for their signature acknowledging that they have reviewed policies and procedures and agree to abide by NDBC policies. Bateman also reported that the policy manual needs to be updated and she would like a committee appointed to work on this. Dahl appointed Payne, Carlson, and Rorvig and Dahl will also serve on this.

Bateman reviewed the activity report. Board members attending the military events, the Banquet in a Field, and the Livestock Summit reported on those events. Several were concerned about food being wasted due to very large portions at the State Fair. This will need to be discussed with Carnivore Catering folks. Hoovestol reported on the International Livestock ID Association conference that was held in ND. Several exciting summer events were discussed as well as upcoming activities including the state dairy and stockmen's conventions, NDSU football advertising, Heart events, the Academy of Family Physicians conference, NDSU's Moos, Ewes and More event with a new Breakfast on the Farm featuring beef and an exciting retail beef cutting seminar. This seminar will feature master butcher Kari Underly and the NDBC will partner on this with the ND Grocers association. It needs to be determined how many people the NDSU Meats Lab can hold for this as there has been tremendous interest. Maddock also said that the \$25 registration fee is very low and in other locations a seminar with Underly would be at least \$250.

On the national level, several items were discussed. Federation directors reported on the industry midyear conference in Denver. Carlson, Price, Dahl, Effertz and Bateman are on various committees. The national beef industry convention will be held February 1-3 in Nashville. Effertz will be in line to run for the chair of the Federation of State Beef Councils. **A motion was made that the NDBC endorse and support Effertz as a nominee for the position of chair of the Federation by Rorvig, seconded by Kuhn. Carried.** There was discussion about who was planning to attend the convention. Dahl, Carlson, Effertz, Bateman, Maddock, Price, Wagner and Rorvig are planning to attend. Federation directors need to be selected on behalf of the NDBC. The NDBC has three Federation director seats. Currently Dahl, Price and Carlson are directors. Effertz is on the Federation by virtue of his office of vice-chair. **A motion to approve Carlson and Dahl as the NDBC's Federation directors was made by Maddock, seconded by Dvorak. Carried.** The third seat will be held by Price until further notice. The fall USMEF meeting will be held November 2-4 in California. Price will be attending and has been asked to serve on the beef committee as a long-time appointment to help bring some continuity to the committee for USMEF. Others interested in attending included Wagner and Rorvig. Bateman will work with them to make arrangements. Bateman also updated the board on some national rule-making that is taking place within USDA regarding "redirecting" of checkoff dollars. She has visited with "Dutch" Bialke with the attorney general's office regarding this but he said we just need to wait and see what a final rule looks like and until then we do business as usual.

Lisa Pederson, BQA Specialist, gave an update on several BQA topics including the Stockmanship & Stewardship programs she has coordinated, upcoming BQA audit work that she will be doing along with Dr. Rob Maddock and Dr. Gerry Stokka, information on the veterinary feed directive, 25 upcoming BQA training sessions in the fall, and ended with a presentation on Remote Delivery Systems and her thoughts regarding beef quality assurance practices.

Frank Tomac joined the meeting and had requested time on the agenda to discuss concerns he had with the board. He expressed concern over the NDBC working with groups like the ND Corn Council and ND Soybean Council. Bateman explained that both groups have partnered with the NDBC with the Military event at the State Fair. The ND Soybean Council also has requested that the NDBC submit proposals for events that will reach consumers with information about beef and these projects have included a new breakfast on the farm event at the NDSU Moos, Ewes & More event and a beef industry tour for nutrition influencers in ND. He also told the board that as an IBAND member they would consider helping with projects.

A funding request was presented from the American Heart Association. The Bismarck Go Red event will be held in mid-November. They would like to serve beef but the cost is higher than for other proteins. The AHA staff would like the NDBC to consider helping to offset the cost at \$2 per plate so they can serve beef. The estimate is that 300 will attend. Dvorak expressed concern that the American Heart Association is not friendly toward red meat and supports vegan diets. Bateman stated that at the local level we have had great support with a local cardiologist attending our board meeting on the AHA's behalf and speaking at the Healthy Eating Day event at the 40 Steak & Seafood last year. There was additional discussion regarding working with AHA. **A motion to partner with AHA and sponsor \$2.00 per plate for the Bismarck Go Red Heart Association event was made by Carlson, second by Kuhn. Motion carried.**

The NDSU Extension Livestock & Environmental Stewardship Program staff requested funding consideration for four programs across the state titled Public Perceptions & Today's Livestock Industry: Sharing Your Story to Bridge the Knowledge Gap. **A motion was made to sponsor at the platinum (\$1000) level by Maddock, second by Dvorak. Motion carried.**

The future research process, a new "request for proposal" process, and venturing into this exciting new area with substantial funding was discussed. Maddock had reviewed the information that had been developed and felt there were areas that could be improved before the RFP was sent out in December. **A motion was made to establish a research committee of no less than 3 board members to review the research proposal process including clearly defining a scoring and vetting process and bring this to the board for review and consideration, and the research committee will also prescreen research proposals once the process is in place, seconded by Dvorak. Carried.** The research committee named included Dahl, Wagner, Dvorak and Maddock.

With the submission of a funding proposal from the New York Beef Council for funding for a New York Beef Council Digital Community Coordinator position, Bateman encouraged discussion among board members regarding the new territory the NDBC may find itself in with additional state checkoff dollars. There was much discussion about the benefits and return to beef producers of national program investments, other state programs like New York's and other possibilities. Bateman presented the NY information and there was discussion on what the future may hold in terms of proposals like this from other states that have larger populations and low cattle numbers and checkoff dollars. The proposal died for lack of a motion.

NDSU print advertising was discussed and Bateman wanted input from the board. It was a general consensus that Bison football garnered hundreds of thousands of viewers and readers, many in the millennial bracket, so Bateman will proceed with advertising in Bison Illustrated magazine and on TV.

Under other business Wagner reported seeing SD Beef Council recipes in a SD market and thought it may be a way to promote beef and the NDBC in a friendly manner at markets. Maddock had looked at the board information on the website and thought including board member phone numbers and email would be a good addition.

The meeting was adjourned at 5:10 pm.