

NORTH DAKOTA BEEF COMMISSION MINUTES  
June 20, 2017

The North Dakota Beef Commission meeting was called to order at 10:00 am, June 20, 2017, in Bismarck by Chairman Jeff Dahl. Members present were Dahl, Gloria Payne, Jodi Carlson, Dale Kuhn, Dan Rorvig, Jim Bitz, Jerry Effertz, Travis Maddock, Weston Dvorak, and Mark Wagner. Member absent was Clark Price. Staff present included Nancy Jo Bateman, Robin Berger and Joan Hoovestol. Guests present at various times throughout the day included: newly appointed board member Mark Voll who will replace Dahl on July 1, Shaun Quissell and Jessie Pfaff of the ND Ag Dept. and Jolyn Wasem of ND CattleWomen.

**A motion to approve the agenda was made by Carlson, seconded by Payne. Carried.**

Mark Voll from Sidney was introduced to the board. He is a newly appointed Commission member that will replace Jeff Dahl as an at-large member on July 1. Lilah Krebs of Gladstone will replace Dale Kuhn as the dairy industry representative but she was unable to attend.

**A motion to approve the minutes was made by Dvorak, seconded by Bitz. Carried.**

Financial reports for March, April and May were discussed and questions were answered regarding two producer refunds that were not actual state checkoff refunds. These were double payments of checkoff dollars that were corrected. **A motion to approve the financial reports was made by Maddock, seconded by Kuhn. Carried.** Bateman reported that she had promised an upset producer that she would relay his concerns to the board regarding research expenditures. He felt the amount of money approved to fund research projects that was reported in a recent news release was much higher than he thought was necessary.

Bateman reviewed the activity report and upcoming events.

Bitz reported on the USMEF meeting he and Clark Price attended and said it was very interesting, he saw how passionate MEF members and international staff are about promoting beef, and he had a better understanding about how checkoff dollars are used in foreign markets. The next USMEF meeting is in November and is open for a board member to attend that has not previously attended.

The upcoming Summer Bash at the Grand Forks Air Base was discussed and help will be needed from board members. Rorvig reminded that there were concerns about how burgers were grilled last year so Bateman will work with the foodservice people at the base to make sure they are not overdone and represent beef well.

The Banquet in a Field event is also coming up and Bitz and Maddock volunteered to attend. Bateman will check to see if there could be a beef snack at the display table in addition to having beef as the main course.

Shawn Quissel and Jessie Pfaff discussed the current drought and related issues the Dept. of Ag is working on for livestock producers. They have a new interactive map on the Department of Ag website that shows who has hay and pasture available as well as hay haulers. Opening up CRP has been a big discussion and currently August 2<sup>nd</sup> will be when CRP opens up. They are hoping that Secretary Purdue may be able to set an earlier date. Currently, there are various requirements that must be met before FSA can do anything. Pfaff also mentioned there will be a roundtable on the drought situation held June 27<sup>th</sup> from 2-4 at Mandan Farm Credit.

Jolyn Wasem gave an update on projects the CattleWomen have been working on from March-June 2017. The board appreciated having the update.

Jerry Effertz is currently the national chair of the Federation of State Beef Councils. He shared several items with the board that he has learned about including checkoff and industry wide issues. The amount of time cattle or any livestock are on trucks is something that is drawing attention and is

being monitored closely. All eyes are also on China with the recent opening of that market to beef. The details are always the big issue to work through. The Federation executive committee also took \$1.2 million out of reserves to help move a large amount of beef through the channels early this year. A portion of that money was used to help consumers purchase beef using an app called IBOTTA. This involved a coupon and on-line beef education that consumers had to view before they could get the coupon for beef. The good news is that over 600,000 lbs. of ground beef as well as other beef cuts were sold using the app and over 1.2 million consumers were reached. The theme line, "Beef. It's What's For Dinner." is still very popular with consumers and so is the "Rodeo" music that has become synonymous with beef commercials. Consumer research with millennials also reveals that they like the tag line and the music which is good news for the beef industry and future programming. The Federation initiative fund, created in 2008, provides a way for states to put additional funds to work in states that have high populations but low cattle numbers and low checkoff dollars. Funds are very low currently and will run out this year so Effertz thought he would bring that to the Commission's attention. Midyear conference is also coming up and lots of committee work will be done to get programs ready for submission to the Operating Committee for funding in September. Effertz is on the Operating Committee and is the co-chair.

Discussion began on the marketing plan and budget for the upcoming fiscal year. Dahl reported on the recommendations from the personnel committee.

Dahl and Bateman went over the proposed marketing plan and changes. Bateman also explained how state and national funds are split for various programs and administrative costs. Other new items or items that may need some additional consideration were discussed. This included getting assistance from a communications consulting company to do a better job of getting both consumer and producer information out, some changes to American Heart Association partnership, paid advertising discussion regarding target audiences, beef insight, sporting events and ROI, and research that spans multiple fiscal years, and board training on communicating our messages. **A motion to approve the personnel committee minutes and recommendations and the marketing planning committee minutes and recommendations was made by Rorvig, seconded by Maddock. Carried.**

Carlson and Bateman presented the budget prepared by the budget committee along with discussing the various changes to line items. The CattleWomen brought their budget proposal to the committee meeting and \$70,000 was recommended. Dahl asked if they added small promotion items and trinkets back into their budget. Bateman said they had. Bateman went over the proposed budget and the details for each category. There were many questions and items clarified. **A motion was made by Rorvig to approve the budget recommendation for the CattleWomen, the budget committee minutes and the budget as presented, seconded by Maddock. Carried.**

Various funding requests were presented to the board by Bateman:

NDSU Harvest Bowl sponsorship. There was discussion on the Harvest Bowl, what it is and who is involved. **A motion was made by Wagner to sponsor the Harvest Bowl at the \$400 level, seconded by Rorvig. An amendment was offered by Maddock to raise the sponsorship to the \$800 level, seconded by Wagner. The amendment was carried with one opposing vote. The motion as amended was carried with one opposing vote.**

ND Stockmen's Association event sponsorships: Bateman reviewed two activities that the Commission has partnered with the NDSA on in the past, the convention and the Tomorrow's Top Hands Beef Leadership Summit. **A motion was made by Rorvig to be a convention sponsor at the \$1000 level with the same event and sponsor recognition as in the past, and a \$500 sponsorship for the youth Tomorrow's Top Hands Beef Leadership Summit, seconded by Bitz. Carried.**

ND Career & Technical VoAg Teachers Meat Cutting workshop sponsorship: A special meat cutting/meat processing educational session for voag teachers is going to be conducted during the annual summer conference for all voag teachers in Bismarck. A mobile meat lab will be brought in for

workshop and Dr. Rob Maddock from NDSU will be one of the instructors. The major cost they are facing is securing the boxed beef needed for the hands-on cutting. The cost could be between \$1000 and \$2000. **Carlson made a motion to allow Bateman to use her discretion and pay for the beef for this workshop, seconded by Maddock. Carried.**

Nebraska Beef Council China Challenge: The Nebraska Beef Council reached out to ND and informed us that they were making a large investment in USMEF specific for China efforts and challenged other states like ours with additional dollars to join their effort. No action needed.

ND Livestock Alliance discussion: **A motion was made by Dvorak to take a motion from the table made at the March 2017 meeting to join the ND Livestock Alliance. That motion was as follows - A motion was made by Carlson to fund NDBC participation in the Livestock Alliance.** There was discussion regarding whether or not the ND Beef Commission should be a voting and contributing member to the group. Some felt it was out of our area of focus, others thought the Commission needed to be supportive of livestock development efforts, and others thought specific project funding may be a better way to participate. **Motion failed with one vote in favor and seven opposed.**

There are some policies in the policy manual that need to be updated before the end of the fiscal year. **Carlson made a motion to authorize the Executive committee to approve and update policies necessary prior to June 30. Then, before the September meeting, the Executive Committee and the policy/procedure task force will meet and present updates to the board of the policy manual for approval. Seconded by Dvorak. Carried.**

**A motion was made by Carlson to take a motion from the table regarding supporting a proposal from the Nebraska and Kansas Beef Councils to partner with them for three years at \$20,000 per year to fund a dietitian position in Florida through the Florida Beef Council. The motion was as follows: A motion was made by Carlson to partner with the Nebraska and Kansas Beef Councils for a three-year commitment to provide funding for the Florida Beef Council to hire a dietitian. Motion failed.**

Election of officers.

Nominations were opened for chair. Wagner nominated Carlson. **There being no further nominations, Kuhn moved that the secretary cast a unanimous ballot for Carlson, seconded by Dvorak. Carried.**

Nominations were opened for vice-chair. Maddock nominated Mark Wagner for vice chair. **There being no further nominations, Carlson moved that the secretary cast a unanimous ballot for Wagner, seconded by Kuhn. Carried.**

Nominations were opened for secretary/treasurer. Rorvig nominated Payne. **There being no further nominations, Carlson moved that the secretary cast a unanimous ballot for Payne, seconded by Kuhn. Carried.**

Nominations were opened for Ex-Officio directors: **Rorvig nominated Clark Price, Jeff Dahl and Jerry Effertz, seconded by Wagner. Carried.**

Carlson appointed Dvorak to represent the Commission on the Ag Coalition.

The board recognized retiring directors Jeff Dahl and Dale Kuhn for six years of dedicated service.

Maddock moved to adjourn the meeting, seconded by Kuhn. Meeting adjourned 3:50 pm.