

NORTH DAKOTA BEEF COMMISSION MINUTES  
March 20-21, 2017

The North Dakota Beef Commission meeting was called to order at 10:00 am, March 20, 2017, at the ND Soybean Council conference room in in Fargo by Chairman Jeff Dahl. Members present were Jeff Dahl, Travis Maddock, Weston Dvorak, Clark Price, Mark Wagner, Jodi Carlson, Gloria Payne, Jim Bitz, Dale Kuhn. Members absent were Dan Rorvig and Jerry Effertz. Staff present included Nancy Jo Bateman, Joan Hoovestol and Robin Berger. Guests throughout the day included: Craig Jarolimek with the ND Livestock Alliance, and from NDSU Dr. Kim Vonnahme, Dr. Greg Lardy, Dr. Eric Berg, Dr. Xin (Rex) Sun, and Demetrius Reed.

Approval of Agenda- Wagner requested that discussion of a flyer on "Understanding the Checkoff" be added and Dahl requested a discussion on profiles of board members on the website be added. **A motion to approve the agenda with those additions was made by Wagner, seconded by Dvorak. Carried.**

The minutes were presented and reviewed. **A motion to approve the minutes was made by Carlson, seconded by Dvorak. Carried.**

Financial statements for December, January and February were reviewed. The state/national checkoff revenue comparison was discussed along with the status of refunds. **A motion to approve financial reports was made by Bitz, seconded by Kuhn. Carried.** Bateman presented the USMEF and NCBA annual audits. The Cattlemen's Beef Board requires that the Commission be on record having reviewed them as national checkoff dollars are contributed to both programs by the NDBC. **A motion acknowledging the receipt and review of both audits was made by Carlson, seconded by Bitz. Carried.**

Craig Jarolimek, chairman of the new ND Livestock Alliance group, joined the meeting to discuss their mission of enhancing and promoting animal agriculture in ND. SD has a similar organization called Ag United that they are using as a model. They will be non-political and will not lobby. Their aim is to create a supportive culture for animal agriculture by building and enhancing consumer trust in animal agriculture, supporting farm tours to educate public, promote and share the story of farmers, and promote activities and programs. Craig went over funding commitments from various livestock and commodity groups. They have big goals to accomplish in 2017 and are working on budgets, by-laws and will be looking for a full time employee. There was much discussion and many questions ranging from the political concerns to other groups that will be contacted. There were concerns about how checkoff dollars could be used and if they would need to be earmarked for specific beef related projects.

Dr. Kim Vonnahme presented a funding proposal for the 2017 Western Section of the American Society of Animal Science Beef Symposium Meeting being held June 20-23 at NDSU. Around 200 animal scientists from the western United States will be attending. Focus this year is "Perspectives on the Land Grant Mission." The funding will be used to assist with costs to bring beef producers who will be on their programs to the meeting and for beef for their event. The request was for \$10,000. **A motion was made by Wagner to approve the request for \$10,000 and if all the funds are not needed for producer related costs, then it could be used for beef, Kuhn seconded. Carried.** A report will be given after the event.

Dr. Greg Lardy, chair of the Animal Science Department at NDSU, joined the meeting and thanked the Commission for its continuous support of the efforts of the department, their researchers and the Extension service. Lardy updated the group on severe funding cuts proposed by the Legislature to higher education, research and extension, and the impact on staffing at all levels. A 20% overall funding cut for higher ed looks imminent along with 13½% for the experiment station and 13% for extension. The department already has 8 vacant positions which will not be able to be filled due to

the allotment system, possibly 5-7 more positions may need to be laid off in the future, and there will be a 25% reduction in funding for technical staff and 13% for extension staff. Even with all this, enrollment is at record levels with over 450 students in their 3 areas.

Bateman gave an activity report and shared the report that had been given to the House & Senate Ag committee members during the Commodity group reporting session in January. Carlson participated in the SBARE research committee and reported they funded \$106,000 of projects. Bateman reported that the sports advertising went well. \$41,200 was spent for ND State High School basketball tournaments with 2 ads in each of 22 televised games and the national anthem sponsorship. NDSU Bison advertising covered 9 games/2 ads per game and two quarterback comparisons per game with over 250,000 viewers per game. The cost was \$50,400. Bison Illustrated magazine also carried 4 months of beef print ads at a cost of \$1,600/issue. The funding approved to show support for state law enforcement allowed the purchase of 53 cases totaling over 4500 beef sticks through the Jack Links company.

Dr. Eric Berg gave an update on the BBQ Boot Camp. They have lost a few key staff people but have plans to hold events in Fargo as well as Washburn at the 4-H camp August 19<sup>th</sup>, and then possibly in Minot, Bismarck and Williston. They will begin charging mileage and food costs in the future based on driving from Fargo. **A motion was made by Maddock to fund the BBQ boot camp at \$10,000 based on 4 camps, and an additional \$5000 will be available if they complete 6. Seconded by Wagner. Carried.**

Dr. Sun spoke on a phone app he is working on related to beef quality. He envisions that this App will have the capability of taking a picture of a piece of beef in the meat case and telling the consumer information about its marbling, tenderness and flavor and then suggest recipes to use for that cut.

Wagner spoke about the "Understanding Your Beef Checkoff Program" pamphlet that the national checkoff has and would like to see something similar incorporating our state checkoff along with it at livestock markets. This could send a positive message to those that have questions or are negative toward the checkoff. Bateman handed out a recent letter to the editor and a Tri-State Livestock News article, both taking the state checkoff to task. In regards to these kinds of things, Dvorak said he would like some sort of a communication plan developed. Maddock thought the board should have talking points that could be used. **Dvorak made a motion to form a policy committee to review the strategic plan and reevaluate the mission statement. Seconded by Maddock. Maddock amended the motion to make a task force instead of a committee and report to the executive committee with thoughts and recommendations on strategies, mission, values, policy updates, and communication strategy. Amendment seconded by Carlson. Amendment Carried. Amended motion carried.** Dahl appointed Carlson to chair this task force with Maddock and Dvorak as members. In an effort to provide more information to producers about the Commission members, Dahl thought the board should consider having short bios on the website. Bateman said that the new pictures with city and position on the board have been updated. **Bitz made a motion to give a phone number and email address that you want used and what you want in a short bio to the commission to add to the website. Seconded by Dvorak. Carried.**

Dvorak and Maddock reported on the New Director Orientation they attended in Denver.

Those attending the Cattlemen's Convention gave an update on their committee activities and meetings attended.

Funding proposals were reviewed.

Range magazine submitted a proposal for advertising in their magazine. **A motion was made by Bitz to not fund the Range magazine proposal. Seconded by Wagner. Carried.**

The ND Agriculture Magazine proposal was considered. This is an annual publication just started last year highlighting specifically ND agriculture programs, groups, and products. The cost for a full page colored ad is \$6090. **A motion was made by Wagner to not participate in the**

**magazine. Seconded by Bitz. Motion failed. Kuhn moved to fund the proposal. Seconded by Maddock. Carried.**

Common Ground of ND submitted a proposal for the Banquet In A Field event near Fargo and has added additional benefits to sponsors. They have increased the sponsorship cost this year and it takes an investment of \$5000 to participate in the event as well as have the assistance of Common Group staff to do additional training events for the NDBC. Wagner abstained from any vote or action on the request because his wife is working with Common Ground as a staff member. **A motion was made by Dvorak to sponsor at \$5,000. Seconded by Carlson. Carried**

The overriding purpose of the NDBC meeting in Fargo is to review research proposals and listen to presentations by those researchers whose projects were selected as finalists through the RFP process. This being a new process, Bateman reviewed the scoring sheets that will be used to help determine which projects will be funded. Questions about the process the next day were discussed.

Dvorak requested that the ND CattleWomen be invited to board meetings and give an update at each meeting so the NDBC is up-to-date on the activities they are doing across the state.

The next Commission meeting will be June 20<sup>th</sup>. Kuhn and Dahl will be retiring from the board after 6 years.

Meeting recessed at 4:15 pm and will begin at 8 am March 21 with research presentations beginning at 8:30 am.

### **Day Two**

The North Dakota Beef Commission meeting was reconvened at 8:10 am, March 21, 2017, in Fargo by Chairman Jeff Dahl. Members present were Jeff Dahl, Travis Maddock, Weston Dvorak, Clark Price, Mark Wagner, Jodi Carlson, Gloria Payne, Jim Bitz, Dale Kuhn. Staff present included Nancy Jo Bateman, Joan Hoovestol and Robin Berger. Board members absent were Dan Rorvig and Jerry Effertz. Guests throughout the day included the researchers below and Julie Nash of NDSU.

There was discussion and questions about the NDBC's participation in the Livestock Alliance. **A motion was made by Carlson to fund NDBC participation in the Livestock Alliance. Seconded by Wagner.** Discussion included if this is aligned with NDBC purpose, maybe should see what happens with the group before investing in it, need more detailed information before making a decision, need to invest and be involved to see where it could go, convinced it will benefit the ranchers, and a lot of people have come to the table to build the livestock industry in the state so it would be disappointing to not see beef as a major part of it. **Maddock moved to table until the next meeting. Seconded by Kuhn. Motion approved.**

### **Research Presentations:**

8:30 am Kimberly Vonnahme, NDSU- Effect of Maternal Feed Supplementation on Offspring Sweet Receptors in a Swine Biomedical Model. \$28,604

8:52 am Kimberly Vonnahme, NDSU-Understanding the Foundation of Marbling in Beef  
Funding request: \$165,645

9:10 am Birgit Pruess, NDSU- Treating ground beef meat for longer shelf life  
Funding request: \$40,960

9:25 am Alison Ward, NDSU-Optimizing vitamin A supplementation to maximize marbling in beef cattle  
Funding request: \$86,040

9:40 am – **For information only and not considered for funding**

Alison Ward, NDSU-The role of maternal nutrition during gestation on epigenetic developmental programming of offspring muscle development and carcass traits in beef cattle

Funding \$76,700

The foundation for optimal muscle development and carcass quality starts during gestation

Funding \$94,820

10:00 am Eric Berg & Megan Nelson, NDSU-Effect of Maternal Feed Supplementation on Adult and Fetal Muscle Fibertype Based on Content of Myosin Isoform in Swine Fed a Total Western Diet

Funding request: \$23,724

10:15 am Eric Berg, NDSU-Does replacing the Sugar in a Total Western Diet with Ground Beef Impact Bone Health Using a Swine Biomedical Model?

Funding request: \$26,533

10:30 am Eric Berg & Rex Sun, NDSU-Evaluation of Imaging Processing Technology to Predict Outstanding Beef Flavor

Funding request: \$36,270

10:55 am – **For information only and not considered for funding**

Eric Berg & Rex Sun, NDSU-Using near infrared Spectroscopy Technology to Correlate Respiratory Disease in Cattle and Outcomes of Meat Quality.

Funding - \$22,600

11:05 am Wayne Campbell, Purdue -Effects of consuming red meat on the gut microbiome in young adults.

Funding request: \$75,000

11:32 am Robert Maddock, NDSU - Relationships among post mortem metabolism, tenderness, and juiciness as affected by carcass size

Funding request: \$67,925

11:45 am Sherri Stastny, NDSU - The influence of animal-based protein and beef consumption on ability to perform functional activities, muscle quality and bone mineral density among adolescent to older females.

Funding request: \$208,421

1:00 pm Kasey Maddock Carlin, NDSU -Impact of growth rate in feedlot cattle on post-mortem metabolism in skeletal muscle and subsequent impact of beef quality.

Funding request: \$83,330

Discussion on research followed. Maddock did not score any projects as he had family members presenting projects for funding. Scoring was tabulated. The scores and the ranking of projects was reviewed and discussed.

**Carlson made a motion that of the 11 projects considered for funding, to fund all but the Vonnahme study titled “Effect of Maternal Feed Supplementation on Offspring Sweet Receptors in a Swine Biomedical Model” and the Ward study titled “Optimizing vitamin A supplementation to maximize marbling in beef cattle”. Seconded by Wagner. Motion Carried.** Maddock advised that Wayne Campbell’s study needs to be changed to “all beef” and a revised budget should be gotten reflecting no pork funding, and Berg & Sun’s project on Imaging Processing Technology and beef flavor needs to be reviewed regarding intellectual property issues.

Meeting adjourned at 2:47 pm.