

NORTH DAKOTA BEEF COMMISSION MINUTES
March 27 & 28, 2018

The North Dakota Beef Commission meeting was called to order at 9:06 am, March 27, 2018, at the NDSU Vet Diagnostic Lab in Fargo by Chair Jodi Carlson. Members present were Jodi Carlson, Lilah Krebs, Dan Rorvig, Jim Bitz, Mark Voll, Travis Maddock, Weston Dvorak, Clark Price, Jerry Effertz, and Gloria Payne (via phone). Mark Wagner joined via phone later in the day. Staff present included Nancy Jo Bateman, Robin Berger and Joan Hoovestol. Guests present at various times throughout the day included NDSU's Dr. Greg Lardy, Julie Garden Robinson, Leigh Ann Skurupey, and Demetrius Reed, Jr., and Val Wagner with Common Ground (via phone).

The agenda was reviewed. Voll asked that discussion be added regarding meeting materials being handled digitally. **A motion to approve the agenda was made by Voll, seconded by Dvorak. Carried.**

The minutes were reviewed with discussion about information that is included that is not actual board action. There was consensus that they should be shorter and not contain discussion that didn't end in board action. **A motion to approve the minutes as corrected was made by Dvorak, seconded by Voll. Carried.**

Financial reports for November, December, January, and February were discussed. The refund process was discussed with reference to other commodity groups issuing refunds monthly or quarterly. **A motion was made by Dvorak to have Bateman consult with our assistant attorney general regarding changes that could be made to the refund process that would make it more efficient and streamlined, seconded by Maddock. Carried.**

A motion to receive and file the financial reports was made by Bitz, seconded by Krebs. Carried.
A motion to receive and file the USMEF and NCBA audits was made by Dvorak, seconded by Voll. Carried.

National and International program updates included annual convention reports from board members. Price was elected to the Beef Promotion Operating Committee and Effertz finished his term as Chairman of the Federation. The Spring USMEF meeting will be held in conjunction with the World Meat Congress in Dallas, TX. Price and Maddock will be attending. **A motion to send up to three additional board members to the World Meat Congress/USMEF meeting since this is an extremely important international event being held in our country was made by Voll, seconded by Dvorak. Carried.** Bitz, Voll, Wagner, and Effertz expressed interest but will let Bateman know if they want to be considered and are able to attend.

Bateman gave an update on legal challenges to the beef checkoff in MT and Utah.

Leigh Ann Skurupey, Julie Garden Robinson and Demetrius Reed of NDSU presented a funding proposal entitled "Junior Grill Masters Bootcamp: Development and Evaluation of a Culinary Education Training Program on Food Literacy Skills and its Contribution to Career Development." This program targets 4-H youth across the state. **A motion to fund the two-year project Junior Grill Masters Bootcamp for \$22,896 with no funding for the proposed trailer was made by Maddock, seconded by Dvorak. Carried.**

Dr. Greg Lardy, chair of the NDSU Animal Science Dept., gave an update on the department, staff concerns and positions they will be able to fill soon, efforts to build a new meats lab, and challenges funding their technician positions.

Val Wagner with Common Ground updated the board on where our sponsorship funds have helped to reach consumers and Ag advocates through the Banquet in A Field event and other activities. Bateman will work with her to bring a proposal forward to the board for the next fiscal year.

Bateman reviewed the activity report, program update and upcoming events.

Funding Proposals were presented and discussed.

*USMEF proposal for expanded Japan and China projects. **A motion was made by Dvorak to approve \$60,000 to fund the proposal for the Japan and China markets, seconded by Bitz. Carried**

*ND Veterinary Medical Association convention sponsorship proposal. **A motion was made by Voll to fund \$2000 to be used for their meal sponsorship that Bateman will help to coordinate but that there must also be time given on their program to speak about the beef checkoff, seconded by Payne. Carried**

*Dickinson Chamber of Commerce Banquet in a Field request. **A motion was made by Maddock to fund the Dickinson Chamber Banquet in a Field proposal for \$2100, seconded by Voll. Carried**

*Range Magazine advertising proposal. **Died for lack of motion.**

*Red River Valley Fair Ag Education Center beef display proposal. **A motion was made by Bitz to fund the beef section of the RRVF Ag Education Center for \$1221, seconded by Krebs. Carried.**

Bateman discussed open records and the updated policy she worked on with our legal counsel. **A motion to accept the revised open records policy was made by Rorvig, seconded by Voll. Carried.** Bateman also discussed record retention policies of the state that the Commission is using and advised that we continue to follow the state policies.

Maddock shared the edited promotion and education funding policy and form. After much discussion, **a motion to accept the promotion and education funding policy was made by Dvorak, seconded by Krebs. Carried.**

In preparation for the research project review the next day, Bateman reviewed the scoring sheet and answered any questions. Maddock will tabulate scores for research projects and informed the group that he would not participate in scoring or voting on research as he has family members that have proposals submitted.

In preparation for the June board meeting, Carlson will appoint committees and set meeting dates and inform the board soon.

Voll discussed changing to digital board meeting files and going paperless unless someone specifically wants or needs copies. Members would need to use their own laptops. **A motion was made by Voll to make meetings paperless by the next meeting unless copies are requested by a board member, seconded by Dvorak. Carried.**

The next board meeting will be changed to June 20 due to conflicts with the original June 19 date.

The meeting was adjourned at 4:20 pm.

Following the meeting, Vet Diagnostic Lab director Brett Webb gave those interested a tour of the new facility.

DAY TWO – Research Proposal Reviews

The NDBC meeting was reconvened at 9 am, March 28, 2018, at the NDSU Vet Diagnostic Lab in Fargo by chair Jodi Carlson. Members present included Carlson, Lilah Krebs, Dan Rorvig, Jim Bitz, Mark Voll, Travis Maddock, Weston Dvorak, Clark Price, Jerry Effertz, with Gloria Payne and Mark Wagner via phone. Staff present included Nancy Jo Bateman, Robin Berger and Joan Hoovestol. Guests throughout the day included the researchers below.

Research Presentations:

9:05 am Sherri Stastny, NDSU – **updates** on current beef protein research she is working on funded by the Commission and cooperatively with NCBA and the Minnesota Beef Council

9:45 am Kendall Swanson, NDSU – Influences of carbohydrate supply on mechanisms regulating marbling deposition in calves
Funding Request: \$87,800

10:00 am Drew Sayer, Univ of Colorado School of Medicine – **overview** of the national BeefWISE study funded nationally through NCBA.

10:30 am Drew Sayer, Univ of Colorado School of Medicine – Dietary Reversal of Type 2 Diabetes
Funding Request: \$662,839

10:45 am James Roemmich, USDA ARS Grand Forks Human Nutrition Research Center – Beef For Breakfast
Funding Request: \$90,000

11:00 am J. Thomas Brenna, Univ of Texas at Austin – Beef as a unique source of healthy Branched Fats
Funding Request: \$120,618

11:15 am Shanon Casperson, USDA ARS Grand Forks Human Nutrition Research Center – The effect of protein intake patterns on skeletal muscle metabolic health and function from adolescence through adulthood
Funding Request: \$173,241

11:30 am Shanon Casperson, USDA ARS Grand Forks Human Nutrition Research Center – The role of dietary beef in dopamine-mediated reward and mindful eating
Funding Request: \$173,561

11:45 am Shanon Casperson, USDA ARS Grand Forks Human Nutrition Research Center – **update** on current beef research she is working on funded by the Commission

1:00 pm Alison Ward, NDSU – Beef as a healthy alternative to a high-sugar diet during pregnancy – effects on obesity and diabetes in the next generation
Funding Request: \$24,000

1:15 pm Kasey Carlin, NDSU – Influence of ractopamine hydrochloride supplementation on the metabolome of skeletal muscle and impacts on meat quality in beef
Funding Request: \$59,787

1:30 pm Kasey Carlin, NDSU – Impact of frame size of beef cattle on meat quality attributes
Funding Request: \$80,277

1:45 pm Kasey Carlin, NDSU – **updates** on projects currently funded by the Commission and underway with Carlin and Robert Maddock (Maddock was unable to attend).

2:00 pm Kasey Carlin on behalf of Robert Maddock, NDSU – Do the size and shape of retail beef cuts affect consumer purchasing decisions?

Funding Request: \$67,160

2:15 pm Lexi Siomka (Eric Berg-PI), NDSU – Developing trimethylamine oxide (TMAO) detection techniques for the swine biomedical model

Funding Request: \$16,825

Discussion on research proposal and funds available followed. Travis Maddock removed himself from voting as he had family members presenting projects. Scores were tabulated and rankings were reviewed.

Dvorak made a motion to fund Carlin’s study on ractopamine, Ward’s study on high-sugar diets, and Maddock’s study on size and shape of beef cuts, for a total of \$146,827, reflecting a reduction in the graduate student funding in Maddock’s study, seconded by Voll. Rorvig amended the motion to include the addition of \$200,000 for Sayer’s diabetes study contingent on Sayer finding the additional funds to complete the study, and \$25,000 for Brenna’s branched fats study contingent on Brenna finding the additional funds to complete the study, for a total of \$371,827, seconded by Bitz. The amendment was Carried. The amended motion was Carried.

Meeting adjourned at 3:15 pm.