

NORTH DAKOTA BEEF COMMISSION MINUTES
December 1, 2020

Call to Order

North Dakota Beef Commission (NDBC) Chair Weston Dvorak called the meeting to order at 10:05 am.

Directors Present: Weston Dvorak, Jason Zahn, Gloria Payne, Sharon Kickertz-Gerbig, Fred Helbling, Mark Voll, Travis Maddock, Lilah Krebs, Clark Price and Matt Lachenmeier.

Director Absent: Jerry Effertz, Ex Officio.

Staff Present: Nancy Jo Bateman, Robin Berger, Nicole Wardner and Joan Hoovestol.

Guests: Alyssa Mutschelknaus with Clearwater Communications; Joy Patton, ND CattleWomen's President; NCBA Federation staff including Dr. Mandy Johnson, Dr. Shalene McNeil, and Todd Johnson; USMEF staff John Hinnert and Scott Stewart.

A motion to approve the agenda was made by Helbling, seconded by Zahn. Motion passed.

A motion to approve the minutes with one spelling correction was made by Maddock, seconded by Lachenmeier. Motion passed.

Financial Update

Bateman reviewed research project commitments and gave an update on budgeted program areas. The monthly revenue report was discussed. **A motion to receive and file the October financial report was made by Maddock, seconded by Voll. Motion passed.**

The audit committee, chaired by Maddock with members Kickertz-Gerbig, Helbling, and Lachenmeier met with state auditors to review the annual audit report. The audit revealed no action items. The board discussed the increase in audit costs. **A motion to accept the audit report was made by Maddock, seconded by Helbling. Motion passed.**

Dvorak led a discussion on donation and sponsorship requests and the current policy.

NDBC committee assignments for the board were announced.

National & International Program Updates

- Maddock gave a Federation of State Beef Councils report
- Price gave an update on the Beef Promotion Operating Committee (BPOC)
- The winter Federation /CBB meeting, including all committees, will be held virtually between Feb 1-5
- Price will be running for the BPOC and Federation vice-chair.
- USMEF November virtual meeting was attended by Price, Krebs, Payne & Bateman

Program Updates

Bateman gave update on legislative report planning for the upcoming legislative session and upcoming annual commodity meeting with the Ag Commissioner.

Wardner and Bateman gave updates on:

- Build Your Base program progress,
- Research extensions,
- Sports advertising, and holiday promotion efforts.
 - There was consensus to add BEK TV to high school sports advertising efforts.
- Producer communications efforts were covered including showing a new producer video featuring the Heim family of Bismarck and completion and publication of the annual report

- A sponsorship request was discussed

Funding Proposals

Dr. Mandy Johnson and Dr. Shalene McNeil with NCBA introduced for funding consideration two human nutrition research studies that have been prioritized through the national RFP process:

- “Understanding beef preferences during infant complementary feeding” would study beef as a first food for infants at the University of Colorado. Total project cost is \$235,000.
- “The influence of red meat (including fresh lean beef) intake on inflammation and immune response biomarkers in human adults” would investigate beef’s role on human gut health at Purdue University. Total project cost is \$144,767.

A motion was made by Zahn to approve \$50,000 to co-fund Johnson’s study and \$25,000 to co-fund Campbell’s study, seconded by Voll. Motion passed.

Todd Johnson with NCBA reviewed checkoff program plans for the next 11 months discussing the major initiatives that are planned including:

- Holiday program through the end of 2020,
- a “beef for the early years” initiative the first quarter of 2021,
- a sustainability campaign for late spring, and
- a second flight of “United We Steak” for the summer grilling season throughout summer 2021.

These programs all have received national funding, but state beef councils can also provide additional program-focused funding to extend any of these programs. No action was taken.

USMEF staff members, John Hinners and Scott Reynolds, presented an overview of foreign marketing opportunities and proposed a promotion effort for the Japanese, Korean and Taiwanese markets. **A motion to fund the USMEF proposal at \$275,000 was made by Maddock, seconded by Helbling. Motion passed.**

A ND Farmers Union youth camp funding proposal was discussed. No action was taken.

Funding digital advertising in the southeast region of the country for the holiday season was discussed.

There was brief discussion on a national economic research project that was received. It will be distributed to the board for review and discussion.

Dvorak reported that the policy manual updates are still being worked on and will be shared with the board when completed.

2021 tentative quarterly meeting dates:
March 16, June 15, September 14, December 7.

A motion to adjourn was made by Voll, seconded by Helbling. Motion passed.

Meeting adjourned at 4:23 pm.