

NORTH DAKOTA BEEF COMMISSION MINUTES
December 14, 2021

Call to Order

North Dakota Beef Commission (NDBC) Chair Mark Voll called the meeting to order at 9:00 am.

Directors Present: Voll, Weston Dvorak, Gloria Payne, Sharon Kickertz-Gerbig, Fred Helbling, Travis Maddock, Jason Zahn, Lilah Krebs, Jerry Effertz.

Directors Absent: Matt Lachenmeier, Clark Price

Staff Present: Nancy Jo Bateman, Joan Hoovestol, Nicole Wardner, Wendy Masset.

Guests: Mary Graner, Alyssa Mutschelknaus and Sam Vangsness with Clearwater Communications, Scott Shively, Kerry Dockter, Julie Ellingson, Greg Lardy, Randy Schmeling, Craig Zimprich, Tana Erbes, John Roswech. Virtual guests also attending for presentations were John Hinnens and Dr. James Drouillard.

The agenda was presented for approval. **There being no objections, the chair declared the agenda approved.**

The minutes of the November 30 virtual conference call were presented for approval. **There being no objections, the chair declared the minutes approved.**

Financial Reports

The audit committee, consisting of Helbling (chair), Kickertz-Gerbig, Zahn and Krebs, met with Kevin Scherbenske of the ND State Auditor's Office to have him review the annual audit. There was one minor finding that Bateman reported has been corrected. **A motion was made by Helbling to approve the audit report, seconded by Kickertz-Gerbig. Motion passed.**

The November 2021 financial report was reviewed by Helbling. Bateman briefly reviewed the current budget, expenses and commitments in budget categories. **A motion to approve the November financial report was made by Helbling, seconded by Dvorak. Motion passed.**

USMEF proposal

John Hinnens with USMEF presented a proposal to extend US beef promotion efforts with ND checkoff dollars in Japan, Taiwan and Korea.

National & International Program Updates

*Maddock gave a Federation Exec Committee update.

*The 2022 Cattlemen's Convention will be held February 1-3 in Houston. Bateman has registered those attending and is working on motel rooms.

*Graner reported there was no news from the Cattlemen's Beef Board and they will be having their meetings at the convention in Houston.

*Annual Federation leadership elections will take place in Houston. Price will be applying for another year on the Beef Promotion Operating Committee (BPOC) and for the Federation Vice-Chair position. Maddock will be applying for the BPOC. **A motion to support Price and Maddock in their efforts to be elected to a leadership position with the Federation was made by Dvorak, seconded by Kickertz-Gerbig. Motion Carried.**

NDSU Peltier Complex presentation

NDSU representatives, Greg Lardy and Randy Schmeling, presented an update on the new Peltier Complex and requested an investment from the NDBC.

US Cattlemen's Assn/Kansas State University Research proposal

Dr. James Drouillard presented information on a national research project entitled "A Strategy for Improving Consumer Perceptions of Beef and Beef Production Systems." This project has received BPOC and private funding.

Executive Director Activity & Event Report:

Bateman and Wardner reviewed the activity and event report and updated the board on several programs including Powered By Beef, holiday promotions, future producer meetings, Living Ag Classroom events, and NCI protein meeting. Sam Vangness gave a communications update from Clearwater Communications.

ND State College of Science proposals

Craig Zimprich, the ag department chair at NDSCS, explained the new certificate program on meat processing that is underway between NDSCS and NDSU. Program costs have been covered through a grant they secured. They are looking for support and assistance recruiting students.

Tana Erbes presented information on the NDSCS Culinary program and their interest in doing work with their students on beef cutting and cookery. Securing product for these students is the challenge.

Discussion with John Roswech of South 40 Meats at Mott

Roswech was interested in learning more about the NDBC and informing the Commission about his meat company and the many challenges for small packing plants. He had no formal proposal for the NDBC.

Action on proposals:

USMEF proposal - \$275,000 was requested. *A motion was made to fund the USMEF proposal for Japan, Taiwan and Korea at \$225,000 by Dvorak, seconded by Maddock. Motion passed.***

NDSU Peltier Complex – *A motion was made by Maddock directing the chair to appoint a committee to investigate more details on supporting this project and developing a proposal with NDSU and report back to the board, seconded by Helbling. Motion passed.*** Voll asked for volunteers and the committee will be Helbling, Dvorak and Payne.

Kansas State University research project – *A motion was made by Helbling to refer this research project for independent review to be scored for relevancy and redundancy, seconded by Kickertz-Gerbig. Motion passed with one opposed.***

NDSCS meat processing proposal – *A motion was made by Maddock to support the NDSCS meat processing program with two- \$4000 scholarships for students in the program, seconded by Dvorak. Motion carried.***

NDSCS culinary program proposal – *A motion was made by Maddock to support their Program Instruction which would help to purchase beef for their culinary labs at \$4000, seconded by Helbling. Dvorak offered an amendment to increase the amount to \$6500 adding their second request regarding product to be used as a feature in their 6th Street Eatery, amendment seconded by Payne. Amendment passed. Motion as amended passed.***

Other Business

Meeting dates for 2022 were tentatively set for:

March 29, June 21, September 22, December 15, with conference calls the last Tuesday of the month.

Meeting adjourned at 2:45 pm.