

NORTH DAKOTA BEEF COMMISSION MINUTES
Virtual Conference Call
October 27, 2022

Call to Order

North Dakota Beef Commission (NDBC) Chair Mark Voll called the meeting to order at 8:06 am.

Directors Present: Mark Voll, Sharon Kickertz-Gerbig, Fred Helbling, Jason Zahn, Lilah Krebs and Joy Patten.

Directors Absent: Brian Amundson, Matt Lachenmeier; exofficios Travis Maddock and Clark Price

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

Guests: Kerry Dockter and Kari Goldade, IBAND; Julie Ellingson and Joan Zimmerman, ND Stockmen's Association; Joy Soreide-Kinsey, ND CattleWomen

Agenda

A motion to approve the agenda was made by Kickertz-Gerbig, seconded by Krebs. Motion passed.

Minutes

A motion to approve the minutes of the September 29 meeting was made by Zahn, seconded by Patten. Motion passed.

Bateman gave an update on the checkoff awareness plan for packing plants. Letters have been sent to producers that market beef; and letters, window stickers, and posters have been sent to all the slaughter facilities.

Financial Report

Helbling reviewed the September 2022 financial report. **A motion to receive and file the September financial report was made by Patten, seconded by Kickertz-Gerbig. Motion passed.**

State Audit: Bateman reported it had been completed with one recommendation that has been addressed.

Beef Board Financial Review: Bateman reported it has been completed with no issues and CBB staff was very pleased with the how NDBC runs it's compliance program.

National & International Program Updates

- Cattle Industry Convention is February 1-3, 2023, in New Orleans. Bateman is working on the registration and reservations for those going.
- USMEF fall meeting is November 9-11 in Oklahoma City. Amundson will attend.
- State Beef Council New Director Orientation-Patten and Amundson attended. Patten said it was a great experience with good information.
- Federation Exec Committee-Price was in Denver at the Exec meeting and will go through the nominating committee procedure at convention to move up to Chair of the Federation of State Beef Councils.
- Beef Promotion Operating Committee-Maddock will apply for a second term on the BPOC.

Sponsored Program Reports

Military Appreciation Picnic, ND Stockmen's Association

Julie Ellingson & Joan Zimmerman reported on the 17th annual Beef Industry Military Appreciation Picnic on July 26th. More than 1,300 military personnel and families attended. Other sponsors and volunteers were the North Dakota Angus Association, North Dakota Corn Utilization Council, ND Soybean Council and Veterans Step-up Foundation. The ND Stockmen's Association reported the total to be reimbursed was \$32,545.43.

School Food Service Program

Kari Goldade with IBAND reported that approximately 50 school foodservice staff attended the SFS workshop they hosted on August 11. Attendees received Health Department books, SFS cookbooks and heard from speakers including Chef Rebecca Polson on ground beef cooking methods and recipes. Other sponsors included ND Farmers Union and Central Harvest States. The NDBC covered specific expenses up to a limit of \$12,500.

Executive Director & staff activity/event/program updates

Wardner reported on:

- Producer meetings held in Flasher and Napoleon, Sept 28 & 29, had approximately 25 attendees per meeting. Two more meetings, possibly in Jan & Feb will be considered.
- NDSU tailgating- The goal was to serve up to 600 samples per event and that has been reached or exceeded. Still need board members to help November 19th. Wardner will investigate possibilities with UND tailgating in the future.
- Bismarck Chamber Leadership Program- Wardner spoke & shared information about the checkoff and Beef Commission, and there were questions and discussion about beef in school lunch.
- BSC animal science classes- shared information about the checkoff similar to producer meetings.
- NDSA Young Leaders of Tomorrow conference-Discussed the checkoff, beef issues, and sampled beef and meat alternative products.

Bateman discussed:

- Partnerships in Action conference in Denver- She and Wardner attended with other state beef council staff across the country. There were discussions on national and state projects and issues coming up, state/national program execution, state sharing of ideas, and Masset attended the compliance session virtually.
- Bismarck Mandan Academy of Nutrition & Dietetics program-Fourteen dietitians received the latest information on cuts, best uses for various cuts, UMAMI and flavors that work best together with beef, the differences in various "types" of beef, and Bateman answered questions on many topics related to beef. Great feedback from those attending.
- Upcoming:
 - ND Academy of Family Physicians conference luncheon at UND.
 - Ag Commissioner's Commodity Council annual meeting- leadership from commodity groups meet to discuss current issues and give updates from the respective groups-Voll and Bateman will attend
 - NDSU Harvest Bowl-Voll will attend

Staff Changes

There was discussion on changes in staffing including,

- Bateman's and Hoovestol's pending retirements,
- Masset will move into the Office Manager position and is being trained by Hoovestol,
- The Collection and Compliance position will be opened and posted,
- Voll is working with HR on developing a job description and announcement for the Executive Director position.

Other Business

The Audit Committee will meet ahead of the December meeting. Helbling, Kickertz-Gerbig, and Krebs may need to meet virtually with the auditor due to some date conflicts for the auditors. Bateman will set up a meeting date and time.

Next Meeting

December 15, 10 am., in person

Kickertz-Gerbig moved to adjourn, seconded by Helbling. Meeting adjourned at 9:06 am.