

NORTH DAKOTA BEEF COMMISSION MINUTES
January 25, 2022

Virtual Conference Call

Call to Order

North Dakota Beef Commission (NDBC) Vice Chair, Gloria Payne, called the meeting to order at 8:00 AM.

- *Directors present on call:* Gloria Payne, Fred Helbling, Lilah Krebs, Sharon Kickertz-Gerbig, Travis Maddock, Jason Zahn, Matt Lachenmeier, Weston Dvorak, and Clark Price
- *Directors absent:* Mark Voll and Jerry Effertz
- *Staff on call:* Nancy Jo Bateman, Joan Hoovestol, Nicole Wardner and Wendy Masset
- *Guests on call:* Joy Patten, Mary Graner, Jeremy Maher, Carrie Goldade

Agenda

Payne asked if there were any additions or corrections for the agenda. Dvorak asked that the Peltier Complex be added after the financial reports. **A motion to approve the agenda with the addition was made by Helbling, seconded by Zahn. Motion passed.**

Minutes

Payne asked for any objections to the minutes. **Hearing no objections, the minutes were approved.**

Financial Reports

Helbling gave a brief report on the December 2021 financial report. Bateman reported that she attended a meeting with the ND Soybean Council, ND Soybean Growers Association, and the Legislative Audit and Fiscal Review Committee Chair, Senator Jerry Klein, regarding the high cost of the audits for commodity groups. **A motion to approve the December financial report was made by Kickertz-Gerbig, seconded by Krebs. Motion passed.**

Peltier Center

Payne reported that the committee made up of Payne, Dvorak and Helbling met via Zoom with Dr. Greg Lardy of NDSU on January 21 to get more information about the Peltier Complex. Dvorak said Lardy presented many suggestions and areas where NDBC funding could be used. At certain financial levels, there were also naming rights. Dvorak contacted the assistant attorney general and discussed guidance that could be provided for contracts, board approvals annually, and how other commodity group contracts have been designed. The board will discuss this further in February and vote on what they want to do.

National/International Items

- The *Cattle Industry Convention* will be held February 1-3, 2022, in Houston. Voll, Helbling, Zahn and Dvorak (as a substitute for Payne) will attend the Federation committee and board meetings. Maddock will attend as the Region 7 Federation VP. Price will interview with the nominating committee for the Federation Vice Chair and the Operating Committee. Maddock will interview for the Operating Committee.

Office Update

- The staff is officially operating out of the new office as of the first of January.

Events/Issues/Updates – Bateman and Wardner reported on:

- Powered By Beef...Performance Through Protein – Four universities are in different stages of commitments; four Class A schools and nine Class B are on board with four more considering.
- Producer meetings – McLeod meeting was held Jan 19, ND Dairy Convention was on Jan 19, and upcoming meetings will be in Medora Feb 21 and Towner Feb 22.
- Vegetable Protein program – NCI on Feb 8 with Maddock, Zahn & Bateman attending, John Hinnert with USMEF will be one of the speakers.
- Pediatrician role out of Beef as a First Food across ND begins late January/early February
- Digital Advertising set for Jan-July in ND
- Living Ag Classrooms in Minot Jan 26-27, Bismarck Feb 15-16, and Fargo March 1-4

Next Meetings- February 22, virtual at 8 AM
March 29, board meeting (research updates March 28)

Meeting adjourned at 8:40 AM.