

NORTH DAKOTA BEEF COMMISSION MINUTES
March 28, 2022

Call to Order

North Dakota Beef Commission (NDBC) Chair Mark Voll called the meeting to order at 10:00 AM.

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

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

Guests: Mary Graner, Sam Vangsness, Julie Ellingson, Dr. Greg Lardy, Dr. Guillermo Scaglia, Jeremy Maher, Claire Graner, Jade Boot, Eudel Larson.

The agenda was presented for approval. **A motion to approve the agenda was made by Dvorak, seconded by Maddock. Motion Carried.**

The minutes of the February 22 virtual conference call were presented for approval. **A motion was made to approve the minutes by Krebs, seconded by Kickertz-Gerbig. Motion Carried.**

Financial Reports

The February 2022 financial report was reviewed by Helbling. Bateman answered questions from the board. Masset gave a collection and compliance update. **A motion to receive and file the financial statement was made by Helbling, seconded by Dvorak. Motion Carried.**

National & International Program Updates

*Price gave a Federation update including Executive Committee meetings and committee meetings he has attended as the Federation Vice Chair. Price and Maddock will be attending the Beef Promotion Operating Committee new member orientation the week of April 4th. There are 10 new members of the 20 on the BPOC.

*Effertz gave a report on the national nominating committee he was a member of. He complimented Price and Maddock on the good job they did representing both ND and the beef checkoff. Effertz is done with his term on the nominating committee and will no longer be an ex officio member at the end of the fiscal year

*Graner gave a brief report on the Cattlemen's Beef Board and her involvement on the Stakeholder Engagement committee.

*USMEF will be holding their spring meeting May 25-27 in San Antonio. Anyone interested in attending should let Bateman know. Payne, Lachenmeier and Zahn have not attended and were encouraged to consider it. Payne said she would attend. Zahn was unavailable to go, and Lachenmeier will get back to Bateman.

Research

There was not a research update as had been previously planned as there were not enough research projects fully completed and paid for to justify it. Dr. Carr at NCBA will be contacted to send the research project and reviews of a project submitted by Dr. Eric Berg that didn't receive national funding. The project submitted for consideration in December by Dr. James Drouillard of Kansas State was discussed. Bateman explained the research reviews requested of NCBA would have cost over \$800 and an additional cost was not addressed in the original motion. Voll directed the reviews should not be done. There was further discussion about the project and with no motion, the research request died for lack of a motion.

Military Appreciation Picnic

Ellingson updated the board reporting that the ND Stockmen's Association and ND CattleWomen plan to submit a proposal to the NDBC for funding of the event. The proposal should be available for

consideration at the next virtual meeting in April. She also reported that Joan Zimmerman is the new brand recorder and will be staffing the event.

NDSU Peltier Complex

NDSU representatives Dr. Greg Lardy and Dr. Guillermo Scaglia, who now heads the Animal Science Department, joined the meeting to provide the latest information on the Peltier Complex and to thank the NDBC for their generous contribution and for being a part of this big project. Dr. Scaglia gave a brief background of himself and what he has done in animal science leading to his appointment of the Department Head.

Beef To School

Jeremy Maher with IBAND gave a brief explanation of the beef donations to schools their members have undertaken. He reported there needed to be lots of education with those preparing beef in schools. He was encouraged by the board to consider drafting a proposal. Staff offered resources and contacts.

Activity and Event Report:

Wardner and Bateman reviewed several programs. Wardner provided details on May is Beef Month plans including the ND Restaurant Passport program, CattleWomen's virtual 5K run, grocery store demos, Larks activities, Best Burger contest, and possible video features for social media. Powered By Beef update included schools and universities involves, the Larks PBB program, as well as Shriners, Lions and coaches workshop involvement. Producer meetings and mini grants were also reported on. Bateman reported on various cookery programs with the Collegiate CattleWomen and National Guard, Living Ag Classroom activities, and ND Nutrition Council and ND Academy of Nutrition and Dietetics conferences. Sam Vangness also gave a communications update from Clearwater Communications.

NDSU & DSU Rodeo Club request:

Claire Graner with the NDSU Rodeo Club, and Jade Boot and Eudel Larson with the DSU rodeo club, presented a funding request of \$90,000 for two new horse trailers, one for each team. They discussed the details and answered questions of the board. There was discussion by the board. There being no motion, the request died for lack of a motion.

Committee work:

Committees will be starting their work as the June board meeting approaches. The personnel committee and marketing planning committee will set dates to begin work. The budget committee will meet after the other two committees.

Other Business

Bateman informed the board that she and Wardner will be working to find a consulting dietitian to help with various programming that needs the credibility and credentials of a registered dietitian. This will be on an as-needed basis.

Meeting adjourned at 2:45 pm.