

NORTH DAKOTA BEEF COMMISSION MINUTES

December 16, 2024

APPROVED

Call to Order

North Dakota Beef Commission (NDBC) Chair Jason Zahn called the meeting to order at 10:00 a.m.

Directors Present: Zahn, Brian Amundson, Jess Nehl, Joy Patten, Denise Rohweder, Carmel Miller and Lane Marshall. Ex-Officio Directors Fred Helbling and Travis Maddock. Absent: Val Wagner and Austin Henderson

Staff present were Wendy Masset, Rhi Wenzel and Nicole Wardner.

Zahn asked if there were any conflicts of interest from any director. No conflicts were reported.

Zahn added NDSU Animal Science request to the agenda, Miller moved to approve the amended agenda, second by Amundson. Motion carried.

Amundson moved to approve the November minutes, second by Marshall. Motion carried.

Financial Update

Nehl gave an update on the November 2024 financials. **Nehl moved to receive and file the November financial reports, second by Patten. Motion carried.**

Compliance Report

Wardner read compliance report from Collections & Compliance Specialist Don Winter. Discussion on report. Nehl to help Winter with report format. Board gave direction to Wardner to work towards getting split of compliance revenue from normal collection revenue on future financial report.

Audit Committee Report

Nehl, Chair of the audit committee, gave a report on the committee meeting. The audit had one finding. **Nehl moved to accept the audit report and the committee's recommendation. Second by Miller. Motion carried.**

State Items

- Patten gave an update on the Ag Commissioner's annual commodity meeting. She presented on behalf of the Beef Commission. Amundson shared an update from the December Ag Coalition meeting.
- Wardner informed the board of the Legislative Audit and Fiscal Reporting Committee Meeting held December 3. There were no questions from the committee and Wardner did not provide comments.
- Wardner reported on the ND Corn Utilization Council meeting December 10. The NDCUC board was receptive to collaborating with the NDBC in producer communications on checkoff investments from both industries in global promotion of beef. **Amundson moved to proceed with the proposal with a budget not to exceed \$10,000. Second by Nehl. Motion carried.**
- The board reviewed the supplemental information provided by the NDSU Foundation on equipment invested into the Peltier Complex by NDBC. Discussion continued about the naming of the retail space in the Peltier Complex. Wardner will reach out to gather information on progress.
- Wardner reviewed the upcoming legislative session, procedures and policies regarding action directors can and cannot take with legislators and bills. A list of legislators appointed to the House and Senate agriculture committees was reviewed.

- Directors reviewed the funding request from NDSU animal science. No action was taken as directors determined the request didn't fit in under the mission of driving demand for beef.

National & International Program Updates

- Nehl reported on the Finance & Audit committee, and will be attending a meeting in December to review the Federation of State Beef Councils audit
- Amundson gave a report on the Fall US Meat Export Federation (USMEF) meeting that he attended in Tucson, AZ, November 6-8.
- The Cattle Industry Convention with the Federation and Cattlemen's Beef Board meetings will be February 3 to February 6 in San Antonio, TX.
- Federation/Beef Promotion Operating Committee (BPOC) elections
 Travis Maddock – Federation Vice Chair and BPOC
 Fred Helbling – BPOC
 Brian Amundson - BPOC

USMEF Proposal

The USMEF proposal was discussed. **Amundson moved to invest in the proposal from USMEF, second by Nehl. Motion carried.** Wardner will inform USMEF and finalize the investment. Total investment will be \$100,000: \$50,000 S Korea, \$25,000 Taiwan, \$25,000 S America

Program Updates

- Wardner shared information about the Dietary Guidelines and an update on the timeline of when the new guidelines will be finalized and published.
- Wenzel presented the annual report as well as the advertisement that will be placed in the Farm and Ranch Livestock Guide. A QR tracker is collecting information on how many times the annual report is viewed from the ad.
- Wardner updated the board on the status of the mini-grants. Applications close on December 31.
- Wenzel gave an update on the Living Ag Classroom and the new displays she is working on.
- Directors reviewed the ND CattleWomen report received.
- The Federation of State Beef Council's monthly newsletter highlighted NDBC and the partnership with the Bismarck Larks and the Great Plains Food Bank.

Upcoming Events

Wardner shared the ND Dairy Convention is scheduled for January 15, NDBC will have a presence there. Zahn will present the NDBC report to the joint Agriculture committees on January 16th. This report is required by century code.

Meeting Dates

Directors set the following dates for upcoming meetings In-person meeting dates will be March 19, June 25, September 17 and December 19. If needed, virtual meetings will be at 8:00 a.m. January 29, February 26, April 30, May 28, July 30, August 27, October 29, and November 26. Chair of Committees will organize meeting dates for their committees.

3 items from this meeting:

- USMEF investments
- Corn Partnership, extending checkoff dollars
- Sharing the annual report with producers

Amundson moved to adjourn the meeting at 1:10, second by Marshall, Meeting adjourned.