

NORTH DAKOTA BEEF COMMISSION MINUTES

April 30, 2025

APPROVED

Call to Order

North Dakota Beef Commission (NDBC) Chair Jason Zahn called the meeting to order at 9:18 a.m.

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

Staff present: Jessi Hummel and Nicole Wardner.

Guests present: Mark Voll, Andy Kellom, Travis Choat, Justin Iverson, Wes Jensen, Charlie Hollenbeck, Debbie Andersen, Ken Morris, Corey Schultz, Andy Tuss, Trent Stoltz, Chaley Harney, Sue Broyles, Al Koenig, Anna Sponheim, Bridget Bullinger, Annie Hedden, USMEF.

Zahn called for any conflicts of interest. None were declared.

Wagner moved to approve the agenda, second by Rohweder. Motion carried.

Patten moved to approve the January 29 minutes, second by Wagner. Motion carried.

Financial Update

Nehl provided an update on the financial status of NDBC. **Nehl moved to receive and file the March financial reports, second by Patten. Motion carried.**

Wardner informed directors that the office received 4 applications from 2 producers on requests to redirect national monies to the Cattlemen's Beef Board. All applications were denied, based on NDBC policy and confirmation from the CBB that redirection is not eligible in North Dakota because 1) North Dakota law requires collection of the federal assessment and 2) does not authorize a refund of the federal assessment.

Hummel provided a collections and compliance report. A total of 138 letters have been sent to producers totaling \$21,873 in Checkoff owed. To date, a total of \$ 4,111 had been remitted due to letters. Staff is in the process of formalizing internal procedures to ensure consistent follow-up on non-remittance issues, aligning with both state and federal compliance expectations. The office continues to advance its data management systems to improve efficiency in tracking remittance and supporting compliance research efforts.

National & International Program Updates

Amundson gave an update on the US Meat Export Federation Strategic Planning Meeting held April 1 in Denver. He reported on the new markets USMEF is exploring, including areas in Africa. Amundson and Maddock each gave brief reports on the Beef Promotion Operating Committee orientation meeting held the first week of April in Denver. Each reported that the meeting helped them understand the mission of the Operating Committee and each appreciated the mock AR discussion that was held. Both are looking forward to representing North Dakota this fall at the BPOC meeting. Wardner shared a fourth Federation of State Beef Council's seat was acquired for North Dakota. Directors elected Carmel Miller as the fourth representative. Wardner also informed directors of Summer Business meeting, held July 7-9 in San Diego, CA. Those wanting to participate need to inform Wardner to get registered.

Committee Reports

Patten, Chair of the Marketing Committee, presented the committee's report. She noted that the committee had forwarded its recommendations to the Budget Committee for review after the April 7th meeting. The committee's discussion focused on strategically leveraging checkoff dollars and aligning proposed programs and marketing initiatives with the NDBC's strategic priorities. **Rohweder moved to approve the committee meeting minutes, second by Nehl. Motion approved.**

Nehl, Chair of the Budget Committee, gave the committee report. A draft budget was reviewed and discussed, which included the international promotions, national programming investments, as well as marketing committee recommendations. The Committee is sending its budget recommendations to the marketing committee to finalize a Marketing Plan. On behalf of the budget committee, **Nehl moved to increase FY 25 investments by \$100,000 to the Peltier Complex and \$25,000 to national summer grilling advertising. Second by Miller. Motion approved. Nehl moved to reinvest the Certificate of Deposit expiring June 18, 2025, for 12 months at the highest available rate. Second by Rohweder. Motion approved. Patten moved to approve the minutes from the Budget Committee. Second by Wagner. Motion approved.**

Wardner reminded the Personnel Committee of their upcoming meeting on May 22, 2025 and informed the Policy Committee they will need to meet to discuss action referred by the Personnel Committee.

Event/Programming Update

Bridget Bullinger, contract Registered Dietitian, gave a report on programming efforts in Powered by Beef as well as information regarding involvement/engagement of High Schools in ND. Wardner updated directors on the June 13th event date for Bases, Beef and Brews with the Barley Council and the Fargo Moorhead RedHawks.

Q&A Session

Zahn asked guests if they had any questions or if there was a specific topic they'd like to address with the board. Questions were answered on refunds, the collections process, and target audiences.

3 Take-aways from this meeting:

1. Investing \$600,000 into research to identify the Flat Iron Steak has resulted in an additional \$227,000,000 for the Beef industry.
2. Engaging local producers to assist with the Powered By Beef program in High Schools
3. Making sure to share and engage with the May is Beef Month programs

The next meeting will be May 28, 2025, it will be held virtually. The Annual meeting will be held June 25, 2025 at NDBC offices at 10 am.

Zahn adjourned the meeting at 10:56 a.m.