

NORTH DAKOTA BEEF COMMISSION MINUTES

March 19, 2025

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

Staff present: Wendy Masset, Jessi Hummel and Nicole Wardner.

Guests present: Kerry Dockter and Mary Graner.

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

Amundson moved to approve the agenda with additions, second by Patten. Motion carried.

Zahn introduced the new Collections and Compliance Specialist, Jessie Hummel. Hummel started March 10, 2025.

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 January and February financial reports, second by Marshall. Motion carried.**

Nehl informed the board there is a Certificate of Deposit (CD) scheduled to expire before the April meeting. **Nehl moved to reinvest the balance of the CD at the highest rate available to the Treasury Department for 12 months. Second by Amundson. Motion Carried.**

Wardner notified directors three applications to redirect national checkoff funds to the CBB were received in the office. NDBC has policy to deny redirection established in 2016. Wardner has confirmed the policy with the Attorney General's office and is waiting for confirmation from the Cattlemen's Beef Board. Policy provides the Executive Director authority to deny the application.

Committee Reports

Zahn reported on the Personnel Committee meeting held March 18, 2025. He presented the recommendation from the committee to direct NDBC staff to capture time data for efficiencies and time spent on programs and administrative areas for 1 month. **Patten moved to accept the recommendation of the committee. Second by Miller. Motion carried.** Next meeting will be held May 22, 2025.

National & International Program Updates

Cattlemen's Beef Board (CBB) representative Mary Graner gave a report from the annual convention. She reported an increase in transparency of national projects as well as a focus on smaller Authorization Requests to increase diversity. Wardner shared the CBB Impact Report handed out to the board members to help understand the impact national contractors have on the beef industry.

Directors who attended the annual convention all gave reports on items they either found interesting or information they learned by going.

Nehl gave a report on the Finance and Audit Committee.

Maddock and Amundson will attend the Beef Promotion Operating Committee (BPOC) orientation the first week of April in Denver.

Amundson will attend the USMEF Strategy Meeting, April 1, in Denver. The USMEF spring conference will be May 21-23 in Fort Worth. Any director interested in attending should contact Wardner.

Meeting Report

The SBARE Livestock meeting report was given by Wagner. An Ag Coalition report was given by Amundson. Helbling reported on Ag Day at the Capitol. Wardner gave an update to the ND Stockmen's Association on Checkoff programs.

Event/Programming Update

Directors reviewed reports submitted by the North Dakota CattleWomen on activities and promotional events. Wardner reported on the Living Ag Classroom for 2025. Two adult volunteers and 4 student volunteers helped educate 4,000 4th graders about the beef industry. The board reviewed mini-grants that are complete and funds disbursed. Discussion included how to reach and engage teachers to increase participation. The social media data and analysis was evaluated. Followers, engagement and reach have all increased compared to the previous 3 month window. Producer attitude surveys and NDBC will participate in connected tv ads on the national level during March Madness. This The executive committee approved the investment due to a very small window to respond. The balance of the budgeted funds will be invested in the summer grilling campaign in the 4 regions around the country. Wardner ran through May Beef Month programming. Plans include the Best Burger Contest, Virtual 5K, Nurses appreciation week, school lunch promotions and promotional efforts are in the works with the Governor's office to celebrate. Producer radio ads will also run during beef month. NDBC will engage with the running community at the Fargo Marathon with the Powered By Beef brand. The ND CattleWomen will help share the benefits of beef in a runners diet. Bridget Bullinger has been engaging with high school students, coaches and athletic directors in high schools across the state. Powered By Beef will be a featured sponsor on the Prairie Track & Field podcast that highlights both high school and collegiate athletes. The board was updated on the naming rights of the NDSU Peltier Complex meat retail store. Wardner will report back at the next meeting with additional information.

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 redirection as well as cattle sales outside of North Dakota.

3 Take-aways from this meeting:

1. May is Beef Month programming update. Good to know what is going on and coming up.
2. The CBB Impact Report. It's a valuable tool to help share the work the checkoff is doing on the national level.
3. It was good to hear from the CBB representative. Increased transparency and efforts to diversify investments.

The next meeting will be April 30, 2025. This is a re-schedule from the meeting in December with the Montana Beef Council. It will be held in Sidney. Directors are to inform Wardner if they are not able to make the meeting.

Zahn adjourned the meeting at 3:00 p.m.