

NORTH DAKOTA BEEF COMMISSION MINUTES
Virtual Conference Call
April 22, 2026

North Dakota Beef Commission (NDBC) Chair Joy Patten called the meeting to order at 8:02 a.m.

Directors Present: Patten, Jess Nehl, Brian Amundson, Lane Marshall, Denise Rohweder, Valerie Wagner, Austin Henderson, Carmel Miller, Jason Zahn. Absent: Ex-Officio Director Travis Maddock.

Guests: none.

Staff Present: Wendy Masset, Jessi Hummel, Jenna Paul and Nicole Wardner.

Amundson moved to approve the agenda as presented, second by Rohweder. Motion carried.

Patten called for the disclosure of any conflicts of interest. None were declared.

Minutes were previously delivered from the March 25, 2026, board meeting. A change to the ratio of people to cattle in the NEBPI report was made. **Zahn moved to approve the corrected March minutes, second by Amundson. Motion carried.**

Financial Report

Nehl gave an update on the March 2026 financial report. **Nehl moved to receive and file the March financial report, second by Wagner. Motion carried.**

National/International

Patten called on Amundson to give a report on international promotions campaigns discussed at the USMEF Beef Strategy meeting held in Denver on April 2. Zahn and Amundson gave a brief report from their international trip to Mexico for the Red Meat Symposium held April 15-16, 2026. The need for consumer education on higher marbled cuts from the US, as well as export opportunities for variety cuts were highlighted with importers in Mexico City. Nehl provided directors with an update from the national Finance and Audit Committee. Wardner shared the dates for Summer Business Meeting and requested directors who cannot attend inform her. The meeting will be held in Denver July 13-14, 2026.

Committee Reports/Information

Amundson requested the Marketing Committee find a date to hold their next meeting. Nehl gave a report from the Budget Committee meeting held on April 21, 2026. The committee brought forward a recommendation to the whole board a national campaign investment of \$70,000 for summer grilling. **Nehl moved to accept the investment in digital advertising, second by Amundson. Motion carried. Nehl moved to accept the minutes from the Budget Committee meeting, second by Miller. Motion carried.** Patten reminded the Personnel Committee their meeting will be held on April 30, at 9 am. Wardner informed the Policy Committee a date needs to be set for their committee to review the current policy.

Programming/Updates

Wardner informed the board of the Ag Mag sponsorship proposal from the Farm & Ranch Guide. Wardner will report back to the board on additional information she receives. The board reviewed a Beef Quality Assurance report from NDSU Extension Beef Specialist and BQA Coordinator, Lisa Pederson. Paul updated the board on Beef Month events planned and June events including the consumer event partnered with Barley, and the state-extended national program Girls Who Grill. Opportunities to reach consumers in Medora during the 250th celebration of Independence Day was discussed. Staff will report back more firm options at the next meeting.

Records Digitization

Wardner proposed hiring a part-time, temporary person to move Commission files from paper to digital format. Recent events and requests have surfaced the need for quicker, easier access to files that are searchable by keywords. This will also assist in organizing the paper files in the new space and systems acquired by staff. **Miller moved to go forward with hiring a temporary, part-time position, to aid with records digitization for the summer. Second by Rohweder. Motion carried.**

Consumer Dashboard Report:

Directors were provided the most recent consumer dashboard report for North Dakota. This is provided by the Federation of State Beef Councils and is a survey conducted to better understand consumers' knowledge of beef production, their purchasing habits, and their level of comfort with beef as a protein in their diet and for their family.

Dates to Know:

Wardner shared the following dates with directors and requested anyone available to assist staff in these events needs to let staff know.

- a. May 5-7 – Nicole @ PDW in Oklahoma City
- b. May 7&8 – ND Academy of Physicians Assistants – Fargo
- c. May 13 – Grilling with Governor at State Capitol
- d. May 29 & 30 – Fargo Marathon
- e. June 11 – Smoke, Sear, & Sip - Fargo
- f. June 20 – Medora Farm & Ranch Day
- g. June 21 – UMary Golf Tourney - Bismarck
- h. June 23 – Girls Who Grill – Carrington
- i. REMEMBER your video assignments! (let Jenna know if you need help)

Three things from this meeting to share with stakeholders:

1. NDBC is capitalizing on opportunities to be in front of people, consumers, and beef is visible. It's a measure of success for the state Checkoff and the extension ND has to reach people.
2. Directors noted the new and creative programs that are being launched to engage different demographics. It's a reflection of the hard work the staff is providing on behalf of producer stakeholders. Directors highlighted ongoing collaboration between staff and the North Dakota Barley Council to leverage funding and work cooperatively with other organizations. They noted that aligning missions and resources with partner groups is helping advance shared goals and that these partnerships are moving in a positive direction.
3. The Committee work being done on the board provides foundational groundwork to set NDBC up for success in the next fiscal year.

Next Meetings

May 20, 2026 8 am virtual

June 24, 2026 10 am in-person, Annual Meeting

Amundson moved to adjourn the meeting, second by Miller. Motion carried. Meeting adjourned at 9:25 a.m.