

NORTH DAKOTA BEEF COMMISSION MINUTES  
September 22, 2020

***Call to Order***

North Dakota Beef Commission (NDBC) Chair Weston Dvorak called the meeting to order at 9:00 am

Directors Present: Weston Dvorak, Jason Zahn, Gloria Payne, Sharon Kickertz-Gerbig, Fred Helbling, Mark Voll, Travis Maddock, Lilah Krebs, Matt Lachenmeier and Clark Price (exofficio).

Director Absent: Jerry Effertz, Ex Officio

Staff Present: Nancy Jo Bateman, Robin Berger, Nicole Wardner and Joan Hoovestol.

Guests: Julie Ellingson, ND Stockmen's Association; Mary Graner, Cattlemen's Beef Board; Deana Wiese and Alyssa Mutschelknaus, Clearwater Communications; Joy Patton, ND CattleWomen President

**A motion to approve the agenda was made by Helbing, seconded by Kickertz-Gerbig. Motion passed.**

**A motion to approve minutes of the August 25 zoom conference call was made by Kickertz-Gerbig, seconded by Payne. Motion passed.**

***Financial Update***

**A motion to receive and file the August financial report was made by Maddock, seconded by Lachenmeier. Motion passed.** Bateman reported that the annual audit is in progress and will be reviewed by the Audit Committee prior to the December board meeting.

***National & International Program Updates***

- USMEF fall meeting will be a virtual conference Nov 11-13 and commissioners were encouraged to attend. Bateman will check into having USMEF, ND Corn, and ND Soybean staff at the December meeting.
- Price provided an update on Beef Promotion Operating Committee meeting held in September and reported that \$39,380,000 was allocated.
- Maddock gave a Region 7 Federation VP report. National committees have been modified to reflect the new Long-Range Plan and Federation directors should request their preferred committee. The Federation will have between \$5-6 million to enhance approved AR's.
- The Cattle Industry Convention is scheduled for February 3-5 in Nashville.
- Graner gave CBB report.

***Program Partner Updates:***

- Patton gave a ND CattleWomen update and invited board members to attend their district fall meetings across the state.
- Ellingson provided a summary on the Healthcare Heroes event on September 11. Approximately 1100 healthcare workers were served and presented information on the healthfulness of lean beef in the diet. The publicity and feedback was positive. Ellingson also spoke on the NDSA's upcoming convention October 8-10, and NDBC involvement including foundation luncheon sponsorship and presentation by NCBA nutrition scientist Dr. Shalene McNeill on the Dietary Guidelines. The NDBC will also present a session for the NDSA Tomorrow's Top Hands youth participants meeting in Minot October 22-24.

***Program Updates:***

The latest ND Consumer Dashboard Research results were presented by Beejan Mehrabani, NCBA's Associate Director of Market Research. The results showed that ND consumers have a greater positive view of beef and beef issues than the national average.

Wiese provided a communications update on projects and staffing, including upgrades to allow for enhanced photo and video work.

Bateman and Wardner reviewed NDBC activities including:

- Build Your Base with Beef – working with SD Beef Council on content, on ND website approval, and on school selections.
- Several video productions have been taped to be used in social media and on the website
- BeefStrong – New campaign in January to incorporate the BeefStrong logo with NDBC materials to promote healthy eating after the holidays.
- Sports Advertising – NDSU football for the one fall game will include 2 TV and 2 radio ads on their network stations. High school championship information is not available.
- Children's reading project – Joint effort with CattleWomen to record children's books about cattle and ranching and provide to schools, preschools, and home school groups.
- ND Stockmen's convention – Bateman asked for 3 board members to volunteer to be on a checkoff panel for the research and education committee meeting. Maddock, Price, and Helbling volunteered.
- Producer Communication-livestock market visits and follow up with them, producer videos, board member features for the website and Facebook, discussion about TV ads directed at producers, and pasture to plate video

Dvorak provided an update on the policy manual revisions being worked on by the committee.

Bateman provided an update on different office space. There was consensus from the board to pursue the Insurance Commission office space across the hall from the current office.

The next meeting, via zoom conference, will be October 27<sup>th</sup>.

**Maddock moved to adjourn, seconded by Zahn. The meeting adjourned at 3:15.**