

NORTH DAKOTA BEEF COMMISSION MINUTES
May 3, 2022

Virtual Conference Call

Call to Order

North Dakota Beef Commission (NDBC) Chair, Mark Voll, called the meeting to order at 8:00 AM.

- *Directors present on call:* Mark Voll, Gloria Payne, Lilah Krebs, Sharon Kickertz-Gerbig, Jason Zahn, Weston Dvorak, Travis Maddock
- *Directors absent:* Matt Lachenmeier, Fred Helbling, Clark Price & Jerry Effertz
- *Staff on call:* Nancy Jo Bateman, Joan Hoovestol, Nicole Wardner and Wendy Masset
- *Guests on call:* Joy Patten, Joan Zimmerman, Julie Ellingson

Agenda

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

Minutes

A motion was made to approve the minutes by Krebs, seconded by Zahn. Motion passed.

Financial Report

The March 2022 financial report was reviewed. **A motion to receive and file the March 2022 financial report was made by Kickertz-Gerbig, seconded by Krebs. Motion passed.**

National/International Items

USMEF-Voll reported on the USMEF strategy meeting he and Price attended in Denver along with representatives from grain, packer, processor, and other red meat sectors. Corn prices, the end of drought in Australia, caution dealing with China, and many other factors were part of the discussion regarding future foreign beef marketing programs.

Federation and BPOC orientation-Masset attended the state director and staff orientation, along with Price and Maddock who also were involved in the BPOC orientation. Masset reported there was great value in seeing the big picture of the beef checkoff and meeting staff and directors from other states.

Peltier Complex

Bateman updated the board on work with the NDSU Foundation staff on the pledge agreement. She will be meeting again with Foundation staff Wednesday, May 4, to review drafts of other commodity agreements that NDBC's will be modeled after. The Foundation's attorney will be involved in putting together details before it goes to the attorney general's office for review.

Funding proposals

ND Stockmen's Association – Military Appreciation Picnic

The proposal was sent to the board and NDSA staff member, Joan Zimmerman, reported the program will be conducted as it has been in the past with a minor reduction in the budget. Several generous donations have also come into the Association to assist with event costs. **A motion to approve the funding request for \$34,000 for the Military Appreciation Picnic was made by Zahn, seconded by Kickertz-Gerbig. Motion passed.**

North Central United States Animal Health Association – Conference sponsorship

This was information only as staff has already committed \$500 for a sponsorship from the budget. This organization has state veterinarians and other government animal health officials as members along with many organizations. The regional meeting will be in Bismarck and will not be back in ND for well over 10 years. Sponsorship will cover beef for a mini-BBQ Bootcamp evening meal event.

Events/Issues/Updates

- May Is Beef Month activities: CattleWomen's virtual 5K run, Cash Wise sampling in Bismarck and Fargo, 2nd Annual Best Burger contest, Studio 701 TV cooking segments (1/week), Larks brisket contest planned for Memorial Day
- Summer restaurant passport program- trying to get more restaurants involved
- Powered by Beef-work continuing for summer activities with Class A schools, Shrine Bowl sponsorship, and Lions All-star games
- National Guard beef programs completed in 5 locations – over 100 attended and social media coverage through Guard with over 1000
- Collegiate CattleWomen train the trainer session on how to grill various beef cuts-May 4
- NDSU Beef Production Class in office to learn about the beef checkoff-May 5

Committee Meetings

Dates will be worked on for meetings.

Other Business

Joy Patten reported the ND CattleWomen have reactivated their website; Collegiate CattleWomen raised \$10,000 from their run for a charity they were supporting.

Next Meeting

June 21, full board meeting with annual elections

Meeting adjourned at 8:51 am.