

NORTH DAKOTA BEEF COMMISSION MINUTES
Virtual Conference Call
November 19, 2024

Call to Order

North Dakota Beef Commission (NDBC) Chair Jason Zahn called the meeting to order at 8:02 am.

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

Staff Present: Nicole Wardner and Wendy Masset
Guests Present: Mary Graner, CBB representative.

Conflict of Interest

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

Agenda

A motion to approve the agenda was made by Rohweder, seconded by Patten. Motion carried.

Minutes

A motion to approve the minutes of the September 25 meeting was made by Miller, seconded by Nehl. Motion carried.

Financial Report

Nehl reviewed the September 2024 and October 2024 financial reports which included a new guided report for directors to follow along. **Nehl moved to receive and file the September and October financial reports seconded by Marshall. Motion carried.** The audit committee will meet virtually December 2nd with the representatives from the Auditors Office. A report will be prepared for the December meeting.

Funding Reports

Wardner shared the following organizations submitted a report in completion of their funding requests for this fiscal year: North Dakota Stockmen's Association for Military Appreciation Day, ND Cattlewomen for various beef promotion activities, NDSU Student Association of Nutrition and Dietetics on a Speaker event encouraging male students in the nutrition and dietetics field.

Meeting Reports

Amundson provided a report on NDSU Beef Research Field Day, and an update on the Peltier complex meat lab and retail facility. Miller and Rohweder shared a report on the Federation of State Beef Councils director orientation they attended in October. Wagner reported on the NDSU Harvest Bowl banquet, NDBC is a commodity sponsor of the event. Amundson reported on the USMEF Strategic Planning meeting held in Tuscan, Arizona. Africa will be the population of emphasis in beef exports due to protein and nutrient deficiencies, as well as the predicted continent population growth in the next 25 years.

Programming Reports

Wardner shared a tailgate wrap up report, with more than 10,000 individuals engaged at 7 events. The physician/adolescent campaign report was provided to directors, ND invested \$3000 to target physicians with a beef positive message in regard to youth nutrition deficiencies. Three staff members participated in the Partnership in Action national staff meeting in Denver. Wardner reported Wenzel and Winter also participated. NDBC was a sponsor in Tomorrow's Top Hands, Wardner presented a hands-on cooking demonstration as well as a deep dive into the beef industry and how producers get their product to the consumer. Bismarck State College invited NDBC to educate the track and field and cross-country athletes on how their cooking skills impact their fueling choices. Putting beef on the plate with a microwave was the main area of focus. This was through the Powered By Beef program.

Three items from today's meeting:

1. Opportunities in Africa through USMEF
2. Dietary Guidelines, how do directors address, more to come in December
3. A reflection on NDBC programming and presence in-state and at events while being available to influencers and future consumers. Grass-roots work being done helps keep beef demand high and beef center of the plate.

Next Meeting

December 16, 8am MT, in person, Sidney, MT

Location: 320 23rd Ave NW

Patten moved to adjourn, seconded by Amundson. Meeting adjourned at 8:55 am.