

**SOUTH DAKOTA BEEF INDUSTRY COUNCIL
BOARD OF DIRECTORS MEETING
RED ROSSA
PIERRE, SOUTH DAKOTA
MARCH 26, 2013**

President Blair called the meeting to order at 11:40 AM CDT. He asked for introductions for the benefit of guests.

SDBIC Board Members present were as follows:

Ed Blair	SD Farm Bureau Federation
Mike Gebhart	SD Farm Bureau Federation
Karla Pazour	SD Cattlewomen
Ruth Anne Farnsworth	SD Cattlewomen
Gary Deering	SD Stockgrowers Association
Bob Fortune	SD Stockgrowers Association
Ernie Mertz	SD Stockgrowers Association
Scott Jones	SD Cattlemen's Association
Becky Walth	SD Cattlemen's Association
Eric Sumption	SD Farmers Union
Mary Ellen Cammack	SD Farmers Union
Mike Maher	SD Farmers Union
VeaBea Thomas	SD Beef Breeds Council
John Symens	SD Beef Breeds Council
Craig Bieber	SD Beef Breeds Council
Justin Tupper	SD Livestock Auction Market Association
Frank Volmer	SD Livestock Auction Market Association
Shirley Thompson (sitting for Julie Feldhaus)	SD Cattlemen's Auxiliary
Amanda Radke	SD Cattlemen's Auxiliary
Linda Gilbert	Cattlemen's Beef Board
Gary Sharp	Cattlemen's Beef Board

SDBIC Board Members absent were as follows:

Wayne Tupper	SD Livestock Auction Market Association
Eileen Moller	SD Cattlemen's Auxiliary
Georgia Talsma	SD Farm Bureau Federation
Julie Holmquist	SD Cattlewomen
Todd Mortenson	SD Cattlemen's Association
Vaughn Meyer	Cattlemen's Beef Board
Danni Beer	Cattlemen's Beef Board

SDBIC staff and guests present were Ron Frederick, Executive Director; Holly Swee, Director of Nutrition and Consumer Information; Teri Heninger, Finance Officer; Tracey Walsh, Director of Industry Relations; Briana Burgers, Nutrition Assistant & Director of On-line Communications; Connie Smith, Communications; Pam Geppert, Dakota Farm Talk; Donna Sharp, SD Dairy Producers; Mike Traxinger, SD Farmers Union; Dr. C.Y Wang, SDSU Assistant AES Director; Dr. Kendra Kattelmann, SDSU Human Nutrition Department; Lisa Elliot, SDSU Economist; Matt Chang, SDSU Economist; and Jodi Bechard, SD Department of Agriculture.

J. Tupper moved, seconded by Gebhart to approve the agenda as printed. **Motion carried unanimously.**

Bieber so moved, seconded by Deering to approve the minutes of the December 3, 2012 Board of Directors meeting as printed. **Motion carried unanimously.**

FINANCIAL REPORT

Heninger presented the financial report. A brief summary of the Profit and Loss and Balance Sheet was provided. Heninger highlighted the income accounts, noting Checkoff collections were up by approximately \$100,000 compared to last year. Heninger next went through the expense accounts, emphasizing the major expenses in each category. Fortune moved, seconded by Maher to accept the Financial Report. **Motion carried unanimously.**

DIRECTOR OF NUTRITION REPORT

Swee next presented the Director of Nutrition and Consumer Information report. A written report of her recent activities was provided.

Swee mentioned the working relationship she is forging with Sanford's Heart Hospital and Center for Wellbeing. Sanford Hospital and the American Heart Association partnered in the *Better You Program*, and because of our strong working relationship with both organizations, the SDBIC had the opportunity to host beef nutrition classes during one of their educational meetings.

The SDBIC, along with Minnesota Beef Council, will provide educational cooking demonstrations during Sanford's annual Heart Health Dinner in Luverne, MN.

Swee provided an update on the School Lunch Program. In her recent meetings with Foodservice providers, it was determined that schools would like additional beef options for their menu. Swee worked with NCBA to resource a manufactured product that would meet their needs. She is currently working with Tyson's commodity manager on the possibility of offering a new beef commodity item to be available for the upcoming school year.

The board recessed for lunch at 12:05 PM and reconvened at 12:37 PM.

President Blair introduced South Dakota State Veterinarian Dr. Dustin Oedekoven. Oedekoven provided an update on national and state regulations and current standards.

DIRECTOR OF ONLINE COMMUNICATION REPORT

Burgers provided an update on SD Team BEEF. She noted the program has expanded to include 70 participants and two additional races. Team BEEF members will also be able to participate in a Facebook contest by pictures of an active lifestyle.

Burgers next provided an update on Social Media activity. The SDBIC's Mobile Text Club has 100 plus subscribers; Facebook continues to grow and is our best source for reaching millennials; Pinterest has gained the fastest following; and Instagram will be introduced in May to kick-off the grilling season. Burgers noted that while attending staff orientation in Denver, the Federation emphasized the role social media plays when targeting millennials.

DIRECTOR OF INDUSTRY RELATIONS REPORT

Walsh presented the Director of Industry Relations report. A written report of her recent activities was provided. Walsh highlighted her attendance at the Cattle Industry Convention in Tampa where she attended the New Product Development workshop, participated on the Beef Image Committee, represented the SDBIC at both the State Beef Council Executive Directors and the Joint State Beef Council and State Affiliate meetings. She stressed the importance of producers telling their story to nutrition influencers and consumers.

EXECUTIVE DIRECTOR REPORT

Frederick gave an update on the Black Hills Stock Show. He noted his concern in regards to consumer traffic at our current booth space and offered suggestions for a new location – possibly the east entrance hallway. The BBQ Boot Camp and Beef Day at the rodeo events were well received. Frederick noted his disappointment in the SDBIC sponsored Commercial Cattlemen's dinner and suggested the SDBIC possibly utilize those sponsorship dollars towards serving a beef meal to influencers and media during the Friday Press Social or expanding on the KBHB social event.

Frederick announced that he, along with Deering and Blair, serve on the Governor's Livestock Development committee. The committee was developed to build on South Dakota's agricultural economy by discovering ways to develop sustainable livestock numbers to support more value-added processing in South Dakota and to provide sustainability in the beef industry for future generations. They work specifically with the beef sub-committee.

Frederick summarized May Beef Month radio advertisements. Linda Gilbert, Craig Bieber, Frank Volmer and Gary Sharp have agreed to produce Outreach Ads for the SDBIC during May.

Frederick announced volunteers are needed for the NYBIC May Beef Month Farm Tours held May 20-25, 2013 and NYBIC State Fair held August 25-28, 2013.

PRESIDENT'S REPORT

Blair next gave the president's report. He reviewed the meetings he attended during the Cattle Industry Convention in Tampa. Blair was appointed to the International Marketing Committee and noted that Japan has opened their market for cattle 30 months of age and younger. He highlighted the new Animal Disease Traceability rule.

Blair made mention of the Governor's Livestock Development Committee meetings he attended.

EXECUTIVE COMMITTEE REPORT

Pazour summarized the Executive Committee meeting that was held earlier in the day. The committee developed a task force to evaluate the SDBIC board structure and policies, established a cell phone and equipment policy for staff, and reviewed receipt of funds from the Federation for cost sharing of the annual report and NYBIC unexpended promotional dollars. Pazour concluded the report by noting that the committee is allowing staff to purchase AFLAC Insurance with no direct cost to the SDBIC. Pazour moved, seconded by Jones to approve the Executive Committee report. **Motion carried unanimously.**

PROMOTION COMMITTEE REPORT

Volmer summarized the Promotion Committee meeting that was held earlier in the day. Volmer moved, seconded by Maher to approve the following committee recommendations - Motion carried unanimously:

- **NYBIC "Grrls Beef Camp"** – A camp to engage women in the "foodie" movement the art of meat cutting and butchering. This will provide an opportunity to educate key influential women on how beef meets their priorities and needs. Funding from Special Projects - **\$10,000.**
- **Ag United "Beef Crawl"** – SDBIC will promote the first annual Beef Crawl in Rapid City. The Beef Crawl provides an opportunity to communicate with local foodie influencers about animal welfare and issues facing today's beef production. Funding from Special Projects - **\$1,000.**
- **BBQ Championship** – SDBIC will participate in the SD BBQ Championships held in May at the SD State Fairgrounds in Huron, SD by sponsoring brisket to be utilized for the People's Choice Backyard BBQ competition. Funding from Special Projects - **\$1,200.**

Volmer moved, seconded by Fortune to provide Minnesota Beef Council state-to-state funding during May Beef Month to leverage radio advertising throughout the state. Funding from Reserves - **\$11,000. Motion carried unanimously.**

RESEARCH COMMITTEE REPORT

Walth presented the Research Committee report. She shared the committee's recommendations to terminate the following research contracts with SDSU due to modifications per the original contractual agreements:

- *Development of an in-store multimedia kiosk system to enhance beef purchasing decisions* – Kiosk phase of the project could not be completed due to lack of retailer participation.
- *Pilot study to determine the effects of consuming lean beef on markers of metabolic syndrome in humans* – potential obstacles exist with the change in facilities and dietitians from the original proposal.

Walth concluded the report by requesting the unexpended funds (approximately \$69,077.82) be placed back in the Research budget. Walth so moved, seconded by Tupper to approve the Research Committee report. **Motion carried unanimously.**

FEDERATION REPORTS

Walth, Jones, Pazour, Blair, and Deering summarized their attendance at the Cattlemen Industry Convention in Tampa. Written reports were provided.

The next meeting is scheduled for June 25, 2013 in Aberdeen. The board will have the opportunity to tour Northern Beef Packing Plant.

There being no further business, the meeting adjourned at 2:30 PM.