

**SOUTH DAKOTA BEEF INDUSTRY COUNCIL
BOARD OF DIRECTORS QUARTERLY MEETING
RAMKOTA HOTEL AND CONVENTION CENTER
PIERRE, SD
MARCH 5, 2014**

President Pazour called the meeting to order at 12:58 PM CST.

SDBIC board members present were as follows:

Karla Pazour	SD Cattlewomen
Kodi Blotsky	SD Cattlewomen
Wayne Tupper	SD Livestock Auction Market Association
Frank Volmer	SD Livestock Auction Market Association
Justin Tupper	SD Livestock Auction Market Association
Eric Sumption	SD Farmers Union
Sarah Caslin	SD Cattlemen's Auxiliary
Laurie Johnson	SD Cattlemen's Auxiliary
John Symens	SD Beef Breeds Council
VeaBea Thomas	SD Beef Breeds Council
Gary Deering	SD Stockgrowers Association
Randy Volmer	SD Stockgrowers Association
Todd Mortenson	SD Cattlemen's Association
Mike Gebhart	SD Farm Bureau Federation
Stacy Hadrick	SD Farm Bureau Federation
Ed Blair	Immediate Past President – Ex Officio
Gary Sharp	Cattlemen's Beef Board

SDBIC Board Members absent were as follows:

Eileen Moller	SD Cattlemen's Auxiliary
Becky Walth	SD Cattlemen's Association
Scott Jones	SD Cattlemen's Association
Julie Holmquist	SD Cattlewomen
Mike Maher	SD Farmers Union
Mary Ellen Cammack	SD Farmers Union
Craig Bieber	SD Beef Breeds Council
Ernie Mertz	SD Stockgrowers Association
Georgia Talsma	SD Farm Bureau Federation

SDBIC staff present were Ron Frederick, Executive Director; Holly Swee, Director of Nutrition and Consumer Information; Teri Heninger, Finance Officer; Tracey Walsh, Director of Industry Relations; and Briana Burgers, Nutrition Assistant/Director of Online Communications.

Guests present were as follows: Lynn Gordon, SDSU Extension; Debbie Trapp, SD Brand Board; Pam Geppert, Dakota Farm Talk; Amanda Radke, SDBIC Communications; and Donna Sharp, Dairy Producer.

Pazour entertained a motion to adopt the agenda as amended. J. Tupper moved, seconded by Deering. **Motion carried unanimously.**

Pazour entertained a motion to approve the minutes of the November 14, 2013 meeting as printed and dispensed in the meeting book. Deering moved, seconded by Caslin. **Motion carried unanimously.**

FINANCIAL REPORT

Heninger provided a brief summary of checkoff revenue through February 28, 2014. She noted that compared to last year, collections were down; however compared to previous years the percentage was less significant (see chart below). Heninger next reviewed the expense account, highlighting the major expenses in each category. R. Volmer moved, seconded by J. Tupper to approve the Financial Report. **Motion carried unanimously.**

Checkoff Collections October through February - 6 year comparative

	In-State	Out-of-State	Private Treaty	Total
2009	1,289,425.00	469,481.00	38,225.00	1,797,131.00
2010	1,316,891.00	536,522.00	34,260.00	1,887,673.00
2011	1,425,957.00	528,151.00	41,593.00	1,995,701.00
2012	1,428,710.00	435,344.00	28,888.00	1,892,942.00
2013	1,550,580.00	478,188.00	31,606.00	2,060,374.00
2014	1,444,455.00	416,884.00	21,332.00	1,882,671.00

(This does not include out-of-state expenses)

DIRECTOR OF NUTRITION AND CONSUMER INFORMATION REPORT

Swee next gave the Director of Nutrition and Consumer Information report. Swee shared a PowerPoint presentation of her recent activities which focused on the checkoff's target audience of Millennials age 13-34 and includes Food and Health involved consumers.

Swee's recent activities include the Girl Scouts Glamour and Glitz sponsorship which hosted approximately 650 girl scouts age 8-18 and 250 parents/chaperones. SDSU Extension Meat Specialist Dr. Keith Underwood and Swee provided a hands-on beef value added cuts workshop to 20 first-year and 12 second-year culinary students. The SDBIC sponsored speaker Dr. Mike Rousell at the SD Academy of Family Physicians winter seminar in Deadwood. His presentation was titled *Saturated Fat, Carbohydrates and Metabolic Syndrome*. The SDBIC partnered with Sanford Health and Center for Wellbeing to support their Heart-Healthy Dining event where Cardiologist Dr. Maria Stys spoke on how beef can be part of the Mediterranean Diet. Additionally, Swee was the guest speaker during their Heart-Healthy beef cooking classes for Sanford's Healthier You program. The SDBIC shared information about Beef in an Optimal Lean Diet (BOLD) research and recipes with health influencers at the American Heart Association's annual Sioux Falls Go Red for Women Luncheon and Rapid City Heart Ball events.

Upcoming events for Swee include her participation at Ag Day at Washington Pavillion, SD ProStart Competition, Health and Nutritional Sciences Conference, Upper Plains Cardio Pulmonary Association and various May Beef Month activities.

NUTRITION ASSISTANT/DIRECTOR OF ONLINE COMMUNICATIONS REPORT

Burgers presented the Nutrition Assistant/Director of Online Communications report. She summarized the growth of the SDBIC's online presence. Facebook posts which include recipes, nutrition facts, retail beef promotions, restaurant specials etc. are averaging 1,500 reaches per post. Pinterest receives daily activity and is used as a tool for directing traffic to our blog and website. The *Beauty in the Beef* blog, which features weekly beef recipes, has over 11,000 visits and continues to grow.

Burgers provided an update on SD Team BEEF. The roster includes 80 adult athletes and 12 youth athletes who demonstrate that beef provides "fuel for the finish" by participating in various races throughout the state. She also noted that a team member will be representing at the Boston Marathon in April.

Recruitment for the SD Beef Ambassador contest began in February. Burgers plans to promote the competition at various statewide Ag Fairs and through social media outlets. She encouraged board members to promote the contest at their local level.

DIRECTOR OF INDUSTRY RELATIONS REPORT

Walsh provided the Director of Industry Relations report. She summarized the BQA trainings being provided throughout the state. Walsh noted that 841 people have become BQA Certified since the SDBIC took over the BQA program in 2012.

Walsh highlighted activities conducted at the Black Hills Stock Show booth. Samples were provided featuring new recipe ideas and surveys were conducted.

Walsh concluded her report with a brief recap of her SDARL program experience.

EXECUTIVE DIRECTOR REPORT

Frederick summarized his written report by highlighting the relationship he is forging with the Sioux Falls and Rapid City Sam's Club. He hopes to have upper management's approval and completed contracts in time to kickoff May Beef Month.

The board received results of SDSU's Service Learning Project which involved two groups of animal science students working with the SDBIC to counter Meatless Mondays. Frederick noted results of the working group showed that participation in the Meatless Monday campaign was waning. The survey also illustrated that taste, convenience and cost influenced students buying decisions.

Frederick summarized the Black Hills Stock Show promotional efforts. The booth received great traffic this year and staff was able to engage in meaningful conversations with consumers and producers. Frederick summarized the various events sponsored.

Heninger and Frederick recently attended the Cattle Industry Convention in Nashville, TN. The general message was overcoming challenges with increasing beef demand with a declining herd, slow recovering economy and competition with competitive proteins.

PRESIDENT'S REPORT

Pazour next gave the President's report. She worked with staff and Amanda Radke to complete the SDBIC Annual Report. She noted copies of the report were mailed to salebarns and staff provided them as part of the BHSS booth.

Pazour briefed the board on the social media meeting she had with Burgers, Swee, Frederick and Hadrick. Discussion followed in regards to director participation of the social media platforms: Facebook, Twitter, Pinterest and blog. Pazour encouraged those who had accounts to be active and engage with the SDBIC's social media pages.

Pazour summarized the Long Range Plan which was developed as part of the Strategic Planning Session that was held in November. Discussion followed. Mortenson moved, seconded by Gebhart to approve the Strategic Plan 2015-2017. **Motion carried unanimously.**

Strategic Plan for 2015-2017

Vision Statement

To be the primary source for accurate, trusted beef information.

Mission Statement

Increase consumer beef demand and enhance profit opportunities for beef producers.

Goal Statement

Insure integrity of the beef checkoff program through a professional staff and a board of industry leverages partnerships within the agricultural industry to synergize programing efforts that help build beef demand.

Strategic Priorities:

- **Improve the image** of the beef industry by educating influencers about modern beef production
 - Focus on family ownership and operation of cattle businesses.
 - Educate about the use of modern technology in beef production.
 - Provide accurate information about incorrect perceptions regarding animal care and the environmental impact of beef production.
 - Increase adaptation of Beef Quality Assurance among producers and educate consumers about how this system insures safe, wholesome beef.
 - Target Audience: Food and Lifestyle influencers
- Educate health influencers about the **nutritional benefits** of lean beef in a balanced diet.
 - Focus on the natural nutrients of lean beef and how they help provide the body a nutrient dense high quality protein, minerals like Iron, Zinc and B vitamins.
 - Leverage beef's diet satiety benefits and the cholesterol lowering effects as demonstrated in the BOLD study.
 - Demonstrate how lean beef fits into the diet of an active, healthy individual through Team BEEF engagement.
 - Target Audience: Health influencers and active lifestyle consumers.
- Educate consumers about the **convenience of beef** in a busy lifestyle.
 - Focus on beef as a part of social events.
 - Demonstrate how beef fits multiple meal events (breakfast, lunch, dinner) and versatility in menu planning.
 - Provide menu ideas that "modernize" beef.
 - Target Audience: Older Millennials and Millennial Parents
- Insure the **safety of beef**
 - Enhance beef safety research.
 - Educate producers and supply chain partners about the value of BQA practices in raising healthy, wholesome beef.
 - Educate supply chain partners about safe beef handling practices.
 - Target Audience; Supply chain and research community.
- Support the growth of beef sales in **international markets**.

Gebhart presented the Research Committee report. The Research Committee met via teleconference on January 28, 2014 to discuss revisions to the Research Committee policy guidelines. Gebhart moved, seconded by Thomas to recommend the following Policy Manual change. Motion carried unanimously.

RESEARCH COMMITTEE POLICY GUIDELINES

Criteria for solicitation, review and approval of research proposals received by the South Dakota Beef Industry Council Research Committee:

- Review any research proposals received by the council in accordance with the Research Committee call for proposals.
- Consider the state and national priorities in judging research proposals, and shall not approve proposal unless they meet the priorities established by the South Dakota Beef Industry Council and the National program.
- May consult organizations for technical support and assistance as needed.
- Researchers will be informed of the Research Committee's recommendations in person by members of the Research Committee following the meeting.
- Only the Research Committee can grant requests for revisions of any research proposal not previously approved by the Research Committee.
- No proposals will be considered during the year unless otherwise determined by the Research Committee.
- Final approval of all Research Committee decisions will be made by the SDBIC Board of Directors at the Annual Meeting.
- Researchers will be notified in advance of the Beef Checkoff Program research funding priorities set forth by the Cattlemen's Beef Board (CBB) as well as key element requirements of the contract between the research facility and the South Dakota Beef Industry Council (SDBIC).

TIMELINE FOR PROPOSALS

May 1:	Request for Research Proposal Submission
July 1:	Research Proposal Submission Deadline to the SDBIC
July:	Research Proposals sent to National Office for review
August:	Reviews, Priority Rankings, and Research Proposals are sent to the Research Committee for review 2 weeks prior to Research Committee Meeting
Sept/Oct:	Final approval at the SDBIC Annual Meeting.

Following Annual Meeting, Researchers will be notified of the Board's decision and contracts will be issued.

Gebhart continued, noting that Research Committee Chair Walth and Vice Chair Mertz wanted the board to review Dr. Kendra Kattelmann's request to broaden the recruitment process to multi-institutions for her research project *Pilot Study to Determine Effects on Consuming Lean Beef on Markers of Metabolic Syndrome in Humans*. Swee communicated the research project is being prolonged due to lack of participation and by removing this barrier, the recruitment process should accelerate. Swee recommended participation expand to Sioux Falls Hy-Vee Registered Dietitians. Gebhart moved, seconded by J. Tupper to allow Kattelmann the latitude to expand the recruitment process to Sioux Falls Hy-Vee RDs. **Motion carried unanimously.**

PROMOTION COMMITTEE REPORT

Vice Chair Caslin presented the Promotion Committee report. The committee met via teleconference on February 27, 2014 and reviewed changes to the Authorization Request Form. Caslin moved, seconded by R. Volmer to approve the Authorization Request Form as revised. **Motion carried unanimously.**

Caslin summarized the committee's recommendation to approve the following Authorization Requests:

- Prime Time Gala - \$5,000.00
- NYBIC – State Fair (revised) - \$5,000.00
- NYBIC – Boilermaker (revised) - \$10,000.00
- NYBIC – Beef-Key to Fitness & Health - \$20,000

Caslin shared the committees desire to allocate NYBIC's reimbursed funds of \$1,695.00 from Misc. Income to Promotion – Discretionary.

Caslin moved, seconded by Mortenson to approve the Promotion Committee recommendations. **Motion carried unanimously.**

EVALUATION COMMITTEE REPORT

J. Tupper presented the Evaluation Committee report. The direction of the committee will be to evaluate program areas that are not currently reviewed by the Promotion, Executive or Research committees and submit recommendations to the Budget Committee.

J. Tupper shared the committee's recommendation to approve the Matrix Form that will be used as a tool to consider funding for program areas.

An Evaluation Committee conference call will be set up to review FY2014 projects funded in Industry Information and Producer Communications Program Areas and the Committee will make suggestions for FY2015 funding to the Budget Committee. Consumer Information Program Area will be reviewed at the June Evaluation Committee meeting.

J. Tupper moved, seconded by Sumption to approve the Evaluation Committee's recommendations.
Motion carried unanimously.

CBB REPORTS

CBB Director Gary Sharp provided a brief summary. He noted his reelection to the CBB Executive Committee.

President Pazour called for Executive Session at 2:45 PM and reconvened at 3:03 PM.

FEDERATION REPORTS

Federation Directors Karla Pazour and Gary Deering provided a brief summary of the Cattle Industry Convention held in Nashville, TN. Millennial parents will have the most influence in regards to beef demand. Deering shared a recent study shows that 70 percent of millennial parents prefer chicken, 35 percent of children prefer chicken, 55 percent believe beef is unhealthy and 46 percent believe beef is inconvenient.

Pazour also noted that in 2007 consumers ate 2.7 beef meals per week; today consumers are eating 2 beef meals per week.

Pazour reminded the directors to complete their Conflict of Interest forms.

The next Board of Directors meeting will be June 4, 2014.

There being no further business Pazour declared the meeting adjourned at 3:17 P.M.