

**SOUTH DAKOTA BEEF INDUSTRY COUNCIL
QUARTERLY BOARD MEETING
RED ROSSA CONFERENCE CENTER
PIERRE, SOUTH DAKOTA
MARCH 9, 2015**

President Pazour called the meeting to order at 1:00 PM CDT. She asked for introductions for the benefit of guests.

SDBIC Board Members present were as follows:

Karla Pazour, President	SD CattleWomen
Kodi Blotsky	SD CattleWomen
Erin Yost	SD CattleWomen
Randy Volmer	SD Stockgrowers Association
Ernie Mertz	SD Stockgrowers Association
Gary Deering	SD Stockgrowers Association
Mary Ellen Cammack	SD Farmers Union
Eric Sumption	SD Farmers Union
Mike Maher	SD Farmers Union
Laurie Johnson	SD Cattlemen's Auxiliary
Kari Sanders	SD Cattlemen's Auxiliary
Mike Gebhart	SD Farm Bureau Federation
Georgia Talsma	SD Farm Bureau Federation
VeaBea Thomas	SD Beef Breeds Council
John Symens	SD Beef Breeds Council
Wayne Tupper	SD Livestock Auction Market Association
Justin Tupper	SD Livestock Auction Market Association
Steve Hellwig	SD Livestock Auction Market Association
Todd Mortenson	SD Cattlemen's Association
Becky Walth	SD Cattlemen's Association
Scott Jones	SD Cattlemen's Association

Absent were Sarah Caslin, SD Cattlemen's Auxiliary; Stacy Hadrick, SD Farm Bureau; and Craig Bieber, SD Beef Breeds Council.

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

Guests present were Pam Geppert, Dakota Farm Talk; Dan Bothwell, Chief Brand Inspector; Debbie Trapp, SD Brand Board Executive Director; Lora Berg, SDSU College of Ag & Bio Sciences Director of Marketing & Communications; Amanda Radke, SDBIC Media Contractor; Megan Webb, SDSU Meat Science Research Assistant; Reid McDaniel, SDSU Extension Beef

Feedlot Specialist; Dr. Derek Brake, SDSU Ruminant Nutrition Assistant; Dr. Joe Cassady, SDSU Department Head Animal Science; and Dr. Daniel Scholl, SDSU Associate Dean of Research.

Pazour entertained a motion to adopt the agenda. Maher so moved, seconded by J. Tupper. **Motion carried unanimously.**

J. Tupper so moved, seconded by Talsma to approve the minutes of the November 24, 2014 Board of Directors meeting. **Motion carried unanimously.**

FINANCIAL REPORT

Heninger provided a brief summary of checkoff revenue through February 28, 2015. She noted compared to last year, collections were down; however compared to previous years the percentage was less significant. Heninger next reviewed the expense account, highlighting the major expenses in each category. She concluded her report with a summary of the Balance Sheet. Mertz moved, seconded by J. Tupper to approve the Financial Report. **Motion carried unanimously.**

DIRECTOR OF NUTRITION AND CONSUMER INFORMATION REPORT

Swee next gave the Director of Nutrition and Consumer Information report. She summarized the 2015 Dietary Guidelines Advisory Committee Report. Health and Human Services (HHS) and the U.S. Department of Agriculture (USDA) will consider this report, along with input from other federal agencies and comments from the public as they develop the Dietary Guidelines for Americans to be released later this year. Swee noted the report recommends limiting the amount of red and processed meat in the diet. She encouraged board members to express their personal opinions by reaching out to HHS and USDA and provide comments during the public comment period.

The SDBIC sponsored Dr. Heather Leidy at the SD Academy of Family Physicians Seminar in Deadwood on January 22, 2015. Her presentation *Unraveling the Confusion behind Meal Size, Eating Frequency and Snacking* focused on research regarding the positive effects of lean protein, like beef, in the diet.

Swee highlighted February National Heart Month activities. The SDBIC partnered once again with the American Heart Association by sponsoring the Sioux Falls *Go Red For Women* event on February 20th and the *Rapid City Heart Ball* event on February 28th. Swee had the opportunity to network with health influencers and share educational information with attendees.

The SDBIC partnered with Sanford Heart by providing outreach education in Burke. Swee and Cardiologist Richard Clark provided a presentation and explained how beef can be incorporated in a heart-healthy diet. The class was well received with over 50 people in attendance. Swee is scheduled to present again in Aberdeen with Cardiologist Puneet Sharma.

Upcoming events for Swee include Ag Day at the Washington Pavilion, Brandon Valley Health Fair, Sioux Falls Beef Crawl, SD Association of Nutrition and Foodservice Professionals meeting, and USD Dietetic Interns' Media Training Workshop.

NUTRITION ASSISTANT / DIRECTOR OF ONLINE COMMUNICATIONS

Burgers next addressed the board. As a follow up from the November meeting, Burgers summarized the shift in her job responsibilities to emphasize more on retail and marketing. She made mention of the relationships she is forging with retailers across the state by providing marketing techniques, such as monthly emails, staff education, and point of sale materials to assist meat managers with merchandising beef.

SD Team BEEF season kicked off with the Frostbite 4 race in Beresford and the February Freeze in Rapid City. Burgers explained this year's roster includes 110 athletes, including 23 youth athletes who demonstrate that beef provides "fuel for the finish" by participating in various races throughout the state.

Burgers presented the SDBIC with an opportunity to participate in a new marketing technique, GEO Marketing, with KSFY. This type of marketing has the ability to target consumers in specific geographic locations as well as by demographics through the use of internet or mobile devices.

DIRECTOR OF INDUSTRY RELATIONS

Walsh provided an update on the BQA program. She highlighted the necessary requirements to be considered on the national feedlot database which will be utilized by packers.

The SDBIC along with six other organizations participated in Beef Day at the Capital. The groups showcased Arby's Beef Brisket. The Beef Checkoff Program and Arby's teamed up to help develop this sandwich.

Walsh noted Boehringer Ingelheim will once again provide free online BQA Certification through April 15. This online training meets the level one certification requirements for South Dakota.

Walsh announced the New Director Orientation will be April 13-14, 2015 in Denver, CO. Those that need to attend are Wayne Tupper, Sarah Caslin, Kari Sanders, Laurie Johnson, Erin Yost, Randy Volmer and Steve Hellwig.

EXECUTIVE DIRECTOR REPORT

Frederick summarized his written report by highlighting the holiday beef promotion at the Family Thrift Center in Rapid City. Approximately 2,000 pounds of beef was sold during the three hour remote.

The SDBIC partnered with the Sioux Falls Community Blood Bank by providing a \$5.00 beef coupon for donors.

Frederick provided a brief summary of the Cattle Industry Convention in San Antonio. He noted the Federation supports the work of the Checkoff Enhancement Working Group and will continue to act as a resource to the group.

Due to another commitment, Pazour allowed Federation Director Gary Deering to provide his report at this time. Deering reported that he recently attended the Cattle Industry Convention in San Antonio and there was considerable discussion on the Dietary Guidelines and MOU.

PRESIDENT'S REPORT

Pazour next gave the President's report. She recognized Wayne Tupper for being named South Central Cattlemen's "Business Man of the Year."

The SDBIC Annual Report is printed as well as available on the SDBIC website under the "All About Beef" tab. She encouraged members to distribute them through their businesses.

Pazour provided a brief summary of Region 7 state beef councils' structure. Nebraska Beef Council is comprised of a nine member board. Members are elected by producers to a four year term with a two term limit. To be on the ballot, candidates must have one hundred valid voter signatures on a petition as well as provide proof of cattle ownership within the past five years. Kansas Beef Council has a twenty-six member board. Pazour noted their committee structure is most similar to the SDBIC's.

The board reviewed a brief history of the SDBIC.

PROMOTION COMMITTEE REPORT

J. Tupper summarized the Promotion Committee meeting that was held March 8, 2015. He noted the committee reviewed several agenda items as well as acknowledged receipt of two promotions that missed the 30 day submission deadline. Tupper moved, seconded by Jones to approve the following committee recommendations. **Motion carried unanimously.**

- **Sioux Falls Storm** – allocate \$5,400 out of discretionary for a marketing campaign to include the following: video scoreboard commercial, website banner ad, dasher board signage and game program advertising.
- **Northeast Beef Promotion Initiative (NEBPI) "Beef Fuels the 2015 Marine Corps Marathon"** – allocate \$5,000 out of discretionary to assist the NEBPI in offering a pre-race beef breakfast for the athletes.

- **Taste of Autumn BBQ Championship** – allocate \$500 from discretionary to help offset the cost of beef for the People’s Choice event.
- **Triple Threat Livestock Expo** – allocate \$800 from discretionary to sponsor the beef meal for the educational workshop.

EVALUATION COMMITTEE REPORT

Talsma presented the Evaluation Committee report. She noted the committee met earlier in the day to review SDBIC logo options, Black Hills Stock Show sponsorship and the SD State Fair booth. The committee is seeking input from board members on the value of the Black Hills Stock Show and SD State Fair participation. Staff will create a Survey Monkey to be sent to the entire board for input.

EXECUTIVE COMMITTEE REPORT

Pazour summarized the Executive Committee meeting held earlier in the day. The committee received an update from Burgers on the shift in her job responsibilities and agreed to reevaluate the position during the June meeting.

Pazour concluded the report by sharing the committee’s recommendation to extend an invitation to the SD Dairy Producers’ to give a ten minute presentation at the June meeting. The presentation will be followed by ten minutes of questions and answers with the board.

Pazour moved, seconded by W. Tupper to approve the Executive Committee report. **Motion carried unanimously.**

RESEARCH COMMITTEE REPORT

Walth provided a brief summary of her communication with SDSU Researchers in regards to simplifying the research proposal process. She introduced Dr. Scholl to provide a more comprehensive explanation of the protocol. Dr. Scholl explained researchers submit would submit a one page overview of a potential research project to be considered for review. If board members find value in the project and fits within the priorities of the SDBIC, SDSU will then provide a detailed proposal. Walth thanked them for their time and noted the board would consider this for FY 2016.

Swee provided an update on Dr. Kendra Kattelman’s research *Pilot Study to Determine the Effects of Consuming Lean Beef on Markers of Metabolic Syndrome in Humans*. The abstract has been submitted to the Society for Nutrition Education and Behavior for review. Although the researchers are still analyzing all the dietary data, the preliminary results appear to be supportive towards lean beef being part of a diet to help control symptoms of metabolic syndrome.

FEDERATION DIRECTOR REPORTS

Walth, Jones and Pazour summarized their attendance at the Cattle Industry Convention in San Antonio.

The next Board of Directors meeting will be June 15, 2015 and Beef Bowl is scheduled for September 25-26, 2015.

There being no further business, Pazour adjourned the meeting at 3:14 PM.