

**SOUTH DAKOTA BEEF INDUSTRY COUNCIL  
BOARD OF DIRECTORS QUARTERLY MEETING  
CASEY TIBBS RODEO CENTER  
FORT PIERRE, SD  
JUNE 4, 2014**

President Pazour called the meeting to order at 1:00 PM CDT.

SDBIC board members present were as follows:

Karla Pazour	SD Cattlewomen
Kodi Blotsky	SD Cattlewomen
Julie Holmquist	SD Cattlewomen
Wayne Tupper	SD Livestock Auction Market Association
Frank Volmer	SD Livestock Auction Market Association
Eric Sumption	SD Farmers Union
Mary Ellen Cammack	SD Farmers Union
Mike Maher	SD Farmers Union
Sarah Caslin	SD Cattlemen's Auxiliary
Laurie Johnson	SD Cattlemen's Auxiliary
Eileen Moller	SD Cattlemen's Auxiliary
John Symens	SD Beef Breeds Council
VeaBea Thomas	SD Beef Breeds Council
Craig Bieber	SD Beef Breeds Council
Ernie Mertz	SD Stockgrowers Association
Gary Deering	SD Stockgrowers Association
Randy Volmer	SD Stockgrowers Association
Todd Mortenson	SD Cattlemen's Association
Becky Walth	SD Cattlemen's Association
Mike Gebhart	SD Farm Bureau Federation
Georgia Talsma	SD Farm Bureau Federation
Stacy Hadrick	SD Farm Bureau Federation
Gary Sharp	Cattlemen's Beef Board

SDBIC Board Members absent were as follows:

Justin Tupper	SD Livestock Auction Market Association
Scott Jones	SD Cattlemen's Association

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: Donna Sharp, Dairy Producer; Pam Geppert, Dakota Farm Talk; Stacy Revels, SD Dept. of Ag; Trudy Westweet, SD Dept. of Ag; Dr. Amanda Blair, SDSU Animal Range Science; Dr. Daniel Scholl, SDSU Animal Range Science; Dr. Joe Cassady, SDSU Animal Range Science; Derek Brake, SDSU Animal Range Science; Mike Traxinger, SD Farmers Union; and Kristen Fink, SD Farmers Union.

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

Pazour entertained a motion to approve the minutes of the March 5, 2014 meeting as printed and dispensed in the meeting book. Caslin moved, seconded by Gebhart. **Motion carried unanimously.**

## **FINANCIAL REPORT**

Heninger provided a brief summary of checkoff revenue through May 31, 2014. She noted that compared to last year, collections were down. Heninger next reviewed the expense account, highlighting the major expenses in each category. Mertz moved, seconded by Symens 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 noted a full printed report was provided regarding programing. Swee shared a PowerPoint presentation highlighting recent activities which include:

- Ag Day at the Washington Pavilion - Swee, Burgers and SD Beef Ambassador Kelsey Repenning provided an interactive photo booth in which participants were encouraged to share their “wacky western” pictures that included positive beef messages on Facebook. Families were also encouraged to create their own beef spice rub at the booth.
- Girl Scouts STEM Event – Swee and Walsh provided a hands-on booth where attendees created their own spice rub that could be made into a marinade by adding liquid ingredients at home. They also demonstrated the science behind why marinades tenderize proteins and showed how to collaborate instant-read thermometers.

Upcoming events for Swee include her participation at American Culinary Federation Convention in Kansas City, SD School Nurse Association Conference in Huron, and SD Association for Career and Technical Education Conference in Mitchell.

## **NUTRITION ASSISTANT/DIRECTOR OF ONLINE COMMUNICATIONS REPORT**

Burgers presented the Nutrition Assistant/Director of Online Communications report. She demonstrated the SDBIC's Website as well as Social Media Properties.

Burgers provided an update on SD Team BEEF. She noted the strong presence during the Mickelson Trail Half/Full Marathon. She also noted NCBA will be providing feedback from a recent Digital Lab consultation they provided regarding our website and social media accounts.

## **DIRECTOR OF INDUSTRY RELATIONS REPORT**

Walsh provided the Director of Industry Relations report. She summarized her written report by highlighting Beef Day at the Capital event, Sam's Club promotion in Sioux Falls, and BQA trainings at Kadoka, Aberdeen and Oacoma. She noted Boehringer Ingelheim teamed up with the National Beef Quality Assurance program and sponsored the cost of online BQA Certification nationwide this past spring and will provide another opportunity this fall. This serves as another avenue for cattle producers to become BQA certified.

Walsh shared her attendance at the State BQA Coordinator meeting in Denver. The purpose of the conference is to leverage the success of the BQA program and provide ways to strengthen the program nationally as well as on the state level. Corporations such as McDonalds are pushing for sustainable beef.

## **EXECUTIVE DIRECTOR REPORT**

Frederick summarized his written report by highlighting the success of the Family Thrift/KOTA promotion. Approximately 1,200 pounds of beef was moved during the event.

The SDBIC partnered with United Blood Service in the "Pump Iron.....Eat Beef" campaign. Throughout the month of May, blood donors received a \$5 beef buck or beef certificate as a thank you for their donation.

Frederick shared a PowerPoint presentation of Checkoff revenues and trends. Nationwide, Checkoff revenue is down due to declining cattle inventory, less producers and drought. Poultry is beef's number one competitor and data shows the number of US menu items with poultry has increased allowing for a larger profit margin in the foodservice industry.

## **PRESIDENT'S REPORT**

President Pazour next addressed the board. She shared a request from Mike Barber with the SDSU Foundation to recognize supporters of the new Cow-Calf unit during the Prime Promoter Luncheon. She noted there would be no additional cost to the SDBIC. Discussion followed. Sumption moved, seconded by Gebhart to include the additional guests at the luncheon. **Motion**

**carried.**

Pazour made mention of the current per diem rate. At times the rate does not cover actual meal expenses and noted the Executive Committee will review the current policy.

Pazour encouraged directors to attend the Cattle Industry Annual Convention and/or Summer Conference. She announced each organization is eligible to send one director to these meetings with the exception of those that have a Federation Director.

Pazour shared a response to a letter she drafted to Good Housekeeping magazine in regards to antibiotic use.

The board recessed for a 10 minute break at 2:09.

## **RESEARCH COMMITTEE**

Walth presented the Research Committee report. The Research Committee met via teleconference on April 29, 2014 to address Dr. Kendra Kattelman's concerns in regards to the Research Committee's recommendation of March 5, 2014. Walth shared Kattelman's suggestion of contracting with Kelsey Raml, MS, RD, LN with Brown Clinic in Watertown to help manage *Pilot Study to Determine Effects on Consuming Lean Beef on Markers of Metabolic Syndrome in Humans* under the Avera Heart Hospital's supervision. Walth so moved, seconded by Symens to approve the Research Committee report. Motion carried.

## **PROMOTION COMMITTEE**

Bieber presented the Promotion Committee report. He noted the committee met earlier to review FY 2014 Authorization Requests, select the 2014 Prime Promoters, and review and recommend the FY 2015 Promotion Budget.

Bieber noted the committee recommends the following FY 2014 Authorization Requests:

- **SD Sustainable Beef Workshop** – Strengthen the image of the beef industry by sponsoring a beef sustainable workshop for influencers across the food supply chain - (\$4,000 allocated from Promotion – Special Projects).
- **Chamberlain Beef BBQ Cookoff** – Held in conjunction with SD Game Fish & Parks "Friends Understanding Nature", this BBQ cookoff features beef exclusively (\$1,200 allocated from Promotion – Special Projects).

Bieber shared the committee's recommendation to recognize the following as the 2014 Prime Promoters during the annual meeting:

### **Individual – 2014 Prime Promoter**

- Lynn Weishaar

**Business – 2014 Prime Promoter**

- Family Thrift Center – Baken Park, Rapid City

**Organization – 2014 Prime Promoter**

- United Blood Service/Angela Pillet

Bieber noted the Promotion Committee began the process of reviewing FY 2015 AR's to recommend a Promotion budget to the Budget Committee. Due to a shortage of time, the committee determined a conference call would be necessary to finish the review process.

Bieber moved, seconded by Maher to approve the Promotion Committee report. Discussion followed. Johnson explained the Auxiliary submitted a FY 2015 AR for *Etc. Expo for Her*, she noted the registration deadline was due prior to October 1, 2014. She posed the question as to when the Promotion Committee would conclude their budget recommendations so the Auxiliary could move forward with the event registration process. Discussion followed. Deering voiced his concern in regards to allocating FY 2015 dollars prior to the budget being approved. Holmquist so moved, seconded by Moller to allow the Auxiliary to enter into a contract with *Etc. Expo for Her* prior to FY 2015 with the understanding that the event does not take place nor will dollars be exchanged until FY 2015. The Auxiliary is to earmark \$11,000 of their FY 2015 Budget for the event. Discussion followed. In response to a question from Mortenson, it was suggested that proposals of this nature be budgeted a year in advance to eliminate issues.

**Motion carried.**

**EVALUATION COMMITTEE**

Talsma summarized the Evaluation Committee meeting that was held earlier in the day. She noted the committee was tasked with evaluating portions of Consumer Information, Industry Information and Producer Communication and to provide recommendations to the Budget Committee for the 2015 Fiscal Year. Talsma so moved, seconded by Mertz to accept the Evaluation Committee report with the following recommendations to the Budget Committee.

**Motion carried.**

- **Producer Communications**
  - Dakota Farm Talk \$5,500
  - Media Contractor \$7,500
  - Advertising \$3,000
  - Booths/Exhibits \$14,500
  - BHSS - \$7,500 \$10,000
    - Various Ag Organizations - \$2,500
    - Program Implementation - \$4,500
  - Outreach
    - Checkoff Café Newsletter - \$1,500
    - Discretionary - \$8,500
- **Consumer Information**
  - Nutrition Sponsorships/Exhibits \$44,100
  - Foodservice Programs \$14,900
  - FACS \$13,000
  - Social Media \$2,500
  - Consumer Education Marketing \$16,000
  - Team BEEF \$19,000
  - BBQ Bootcamp \$12,000

## **NATIONAL REPORTS**

Symens, Gebhart and W. Tupper summarized the USMEF meeting held in Kansas City, MO. Risks and challenges exist in developing and emerging markets in countries such as West Africa, central Asia and Latin America. USMEF is moving away from traditional means of advertising to more social media.

## **OTHER BUSINESS**

Holmquist so moved, seconded by Cammack to enter into Executive Session at 2:48 P.M. Motion carried. Board reconvened at 2:59 P.M. Motion carried.

Bieber shared a PowerPoint presentation of his attendance at the *Meat Your Beef at Hedge Apple Farms* in Buckeystown, Maryland. He noted the opportunity to connect with channel influencers through a producer panel discussion and share facts of modern beef production practices.

Thomas summarized the New York May Beef Month Farm Tour she recently attended. She and husband Troy had the opportunity to provide educational outreach to urban food professionals on modern beef production.

The SDBIC Annual Meeting will be held in Brookings on September 19-20, 2014 during the Beef Bowl.

There being no further business, Pazour declared the meeting adjourned.