Louisiana Beef Industry Council

Minutes

January 24th, 2020

The meeting was called to order by Chairman Amelia Kent.

Members Present: Loyd Dodson, Vendal Fairchild, James LeLeux, Walter Smith, Ed Lopinto, Mack Shelton, John Thompson and Amelia Kent

Members Absent: Dr. Shelia Pitre

The Council reviewed the minutes of the previous meeting. Walter Smith made a motion, second by Loyd Dodson to approve the minutes of the November 15th, 2019. The motion passed unanimously.

The Council reviewed the financial reports presented by Peter Barrios. Vendal Fairchild made a motion, second by Ed Lopinto to approve the financial report. The motion passed unanimously.

Funding Requests:

Walter Smith made a motion, second by Loyd Dodson to amend the agenda to include a funding request for the QPB Sale. Motion passes with a 4:3 vote. This proposal will be heard later in the meeting.

The proposal for the South Central District Livestock Show was not heard due to an absent presenter.

Jerry Boyce, Louisiana FFA, presented a funding request for the Spring Meat Evaluation CDE. This will include features on social media and a banner. Around 500 people will attend this event on March 24th, 2020 on LSU Campus. The promotional materials will also be used at the state convention on June 1st, 2020 in Alexandria. Walter Smith made a motion, second by Vendal Fairchild to fund this project for the amount of $2,500.00 and the Council will provide materials for this event and the state convention. A roll call vote was taken. Vendal Fairchild: yes, Loyd Dodson: yes, James Leleux: yes, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: yes. The motion passed.

Mary LeBlanc, Guaranty Media, gave a report on the June – August 2019 project with the Council. The 2020 funding request is going to be for “Foodie Friday” sponsored by the Council. This will include :30 live open and close sponsored messages in each segment, a visual billboard on Facebook Live, 5 mentions each week, ten thirty second live spots specific to the Council and a live interview per month including guest and topic of the Council’s choice. 116 commercials, $2,000.00 per month. Walter Smith made a motion second by Loyd Dodson to fund Foodie Friday for the months of June, July and August for the amount of $6,000.00. This will be a reimbursable project upon receipts. A roll call vote was taken. Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Loyd Dodson: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Dr. Guillermo Scagalia, LSU AgCenter, presented a funding request for the Master Cattleman Program. There will be 5 classes and the cost per class is $1,500.00. This program annually reaches 130 or more producers across Louisiana. Classes are conducted in strategic areas of the state with a goal of annually holding at least one class in each LSU AgCenter region. The Master Cattleman graduates gain knowledge of sustainable practices in production, business management, marketing, herd health, and natural resources. This classroom instruction covers 10 weeks of education material, including Beef Quality Assurance (BQA) certification. Incorporation of beef into the weekly meal menu for class participants, dissemination of beef promotion materials to all participants and continued provision of end product and beef quality assurance sessions as part of each year’s class with additional emphasis/information on beef promotion and nutritional value and the benefits of beef. Vendal Fairchild made a motion second by James LeLeux to fund the Master Cattlemen Program at $1,500.00 per class up to 5 classes with a minimum of 15 students per class and these funds will not be used for administrative fees. Mack Shelton made an amendment to this motion to pay $300 per class up to 5 classes with a minimum of 15 students per class and these funds will not be used for administrative fees. Walter Smith seconded this motion. A roll call vote was taken. John Thompson: no, Ed Lopinto: yes, Mack Shelton: yes, Vendal: no, James LeLeux: no, Loyd Dodson: no, Walter Smith: yes. Motion fails with a vote of 4:3. John Thompson made an amendment to the original motion second by Walter Smith to fund the Master Cattlemen Program at $750.00 per class for up to 5 classes with a minimum of 15 students per class and these funds will not be used for administrative fees. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: no, Vendal Fairchild: yes, James LeLeux: no, Ed Lopinto: no, John Thompson: yes. Motion passes with a vote of 4:3. The original motion now reads that the Council will fund the Master Cattlemen Program at $750.00 per class for up to 5 classes with a minimum of 15 students per class and these funds will not be used for administrative fees. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: no, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: no, John Thompson: yes, Amelia Kent: abstain. Motion passes with a vote of 5:2. The Council will provide brochures and bumper stickers as promotional items. They will pay for any other promotional items. This project will be reimbursable and paid upon invoice.

Next, Jena McKinzie, presented a sponsorship request for the May 30, 2020 Centenary College Beast Feast in Shreveport, Louisiana. Beast Feast is a festival style culinary event featuring local restaurants, chefs and other food enthusiasts. Beast Feast 2019 drew nearly 600 guests and 20 cook teams. They anticipate continued growth. With this sponsorship, the Council would receive recognition as a sponsor via emails, signage, social media, banner, and newsletters. Beef would be purchased and prepared at a minimum of 5 cook tents. Loyd Dodson made a motion second by Mack Shelton to fund $3,000.00 in sponsorship funding and $2,000.00 reimbursable funding for beef products. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain.

Dale Cambre, Louisiana Cattlemen’s Association, presented a funding request for a joint billboard promotion with LCA. This billboard is located across from the LCA office in Port Allen, Louisiana. John Thompson made a motion second by Walter Smith to table this request until more information is provided to the Council. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: yes, Vendal Fairchild: yes, James LeLeux: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain.

Jerry Boyce, Louisiana FFA, presented a sponsorship request for the Louisiana FFA Blue and Gold Gala. This event will take place in Baton Rouge on February 20, 2020. The Council decided that this event does not have enough of a promotional opportunity for beef.

Old Business:

Dale Hoover, presented a funding request for the QPB 11th annual angus bull sale on March 7th, 2020 in Mt. Hermon, Louisiana. This sale is advertised across the Southeast and draws cattleman from all areas of Louisiana. At the event, a representative from the Angus Association will present on the latest programs offered as well as any educational topics that can help the commercial cattleman understand the information given on bulls so that they can make a sound data based selection for their herd.   This is followed by the sale featuring 60 performance tested, primarily forage developed Angus bulls.  150-200 people will attend the sale. Walter Smith made a motion second by Loyd Dodson to fund this project for $750.00. This motion includes the opportunity to have a member of the Council speak at this event. A roll call vote was taken. Walter Smith: yes, Loyd Dodson: yes, Mack Shelton: no, Vendal Fairchild: no, James LeLeux: yes, Ed Lopinto: abstain, John Thompson: no, Amelia Kent: abstain. This motion fails with a vote of 4:2.

Kyle Coats, Louisiana Radio Network, presented the 2020 project to the Council. The objective is to create the desire to purchase and consume delicious beef leading up to the big summer grilling holidays and throughout the year. The project has a total cost of $30,000.00 and will be paid with LDAF grant money awarded to the Council for 2020. This project will include the following:

Louisiana Radio Network

• 6 weeks total on the Louisiana Radio Network. Two weeks leading up to each of the Patriotic holidays of Memorial Day, Independence Day, and Labor Day.

•12 paid :30 second commercials each week on 50 stations.

•6 free bonus spots\* on all 50 stations.

•Commercials will air Monday-Friday, 6am-7pm, and Saturday 6am-12pm.

Tiger Rag Radio

•27 week sponsorship of the Tiger Rag Radio Show and the SEC Round Up. 27 weeks beginning in June would run the campaign through the entire 2020 football season and conclude in mid-December.

•At the top of each hour (2 per show), we would mention that the show is sponsored by the “Louisiana Beef Industry Council, eat beef, its’s for dinner”.

•Introduction of the SEC Round Up as being sponsored by the “Louisiana Beef Industry Council, eat certified Louisiana beef, its’s for dinner”.

•Two (2) :30 second commercials in all Tiger Rag Radio shows.

The Tiger Rag Television Show

Wednesday nights at 7pm on Cox channel 37-Cox Sports TV.

•One :60 second commercial per weekly show for 20 weeks. February 2020 – June 2020.

Walter Smith made a motion second by Vendal Fairchild to accept this proposal as presented. The motion passed unanimously.

Next, Amelia Kent spoke to the Council regarding strategic planning. There were two main takeaways from the last Council meeting with Todd Johnson, Federation of State Beef Councils. One of those was to identify the Council’s top priorities. The top three were to connect and communicate directly with consumers, protect beef’s image and to defend beef’s product identity. The other takeaway from the meeting was to move towards a single project funding meeting a year. The idea is to hear and vote on all project proposals for the fiscal year at one meeting in May. The other three meetings will be for administrative tasks. The Council decided to develop a project committee that reviews and ranks project proposals to determine if they fit within the Council’s top priorities. John Thompson, Vendal Fairchild, Amelia Kent and Mack Shelton will be the members of the project committee. Prior to the next meeting, the project committee will meet to discuss the project budget, review existing projects and digital advertising options.

Amelia Kent gave an update on the CBB activities.

Other Business:

Ashley Ware and Fallon Plaisance explained the goals and objectives of the National Collegiate Beef Advocate Program. The main purpose of this program is to promote beef production and consumer education.

Mack Shelton informed the Council that the Vermilion Parish Cattlemen’s membership directory $100.00 advertisement is due. Vendal Fairchild made a motion second by John Thompson to hear this request. Vendal Fairchild second by John Thompson to pay for the advertisement in the Vermilion Parish Cattlemen’s membership directory. Walter Smith amended this motion second by Vendal Fairchild to add the payment of the advertisement in the Ag Trader magazine. Vendal Fairchild second by John Thompson to pay the advertisement in the Vermilion Parish Cattlemen’s membership directory and Ag Trader on a reoccurring basis. The motion passed unanimously.

Walter Smith made a motion second by Ed Lopinto to allow Mack Shelton to clean out the Council’s storage unit. The motion passed unanimously.

Public Comment:

Dave Foster commended the Council on the creditability of the members and the new direction the Council is taking. He also recommended that any questions received from the public be answered to incorporate where their checkoff dollars are going. *Need help wording this..*

The Council’s next meeting will take place on Thursday, March 26th, 2020 9:00 a.m. at the Louisiana Department of Agriculture and Forestry building.

Walter Smith made a motion second by John Thompson to adjourn the meeting. The motion passed unanimously.