

Louisiana Beef Industry Council
Minutes
January 19th, 2018

The meeting was called to order by Chairman Walter Smith.

Members Present: Walter Smith, James LeLeux, Mack Shelton, Marty Wooldridge, Ed Lopinto, Amelia Kent, and John Thompson

John Thompson made a motion, second by Marty Wooldridge to adopt the minutes from the November 3rd meeting. The motion passed unanimously.

The Council next reviewed the financial report sent by Peter Barrios. John Thompson made a motion, second by James Leleux to accept the financial report as presented. The motion passed unanimously.

The FFA gave a presentation to the Council regarding the FFA's Meat Evaluation and Livestock Career Development Events (CDE) competition. They are requesting a sponsorship amount of \$2,500.00.

Amelia Kent made a motion, second by James Leleux to fund the FFA Meat Evaluation CDE sponsorship up to \$2,500.00. The motion passed unanimously.

Next, the Council reviewed a funding request to sponsor the educational cooking seminar featuring beef at the 2018 Ag Expo.

Mack Shelton made a motion, second by Amelia Kent to fund the educational cooking seminar at the 2018 Ag Expo in the amount of \$100.00. The motion passed unanimously.

Josh Perot, Louisiana Tech, presented to the Council a funding request for the sponsorship of the 2018 Louisiana Tech Ag Day and Brisket Competition.

Marty Wooldridge made a motion, second by Amelia Kent for the Council to sponsor the Louisiana Tech Ag Day and Brisket Competition in the amount of \$7,500.00. The motion passed unanimously.

Rex Morgan, representing the Northeast Louisiana Jr. Livestock Show made a funding request for sponsorship of the event in the amount of \$1,000.00.

John Thompson made a motion, second by Marty Wooldridge to sponsor the Northeast Louisiana Junior Livestock Show in the amount of \$1,000.00. The motion passed unanimously.

Old Business:

Vendal Fairchild gave a report on the statewide 4-H beef poster contest.

He asked the Council if this event could be considered as a reoccurring budget item.

The Council next discussed the Food and Nutrition Seminar schedule for April 9th and 10th. The Council directed Jessica Lange to follow up on LBIC participation in this event.

New Business:

The Associated Grocer's Spring Show will take place on April 24th and April 25th at the Lamar Dixon Expo Center in Gonzales.

The Federation of State Beef Council's orientation meeting will take place on April 25th and April 26th in Denver, CO. James Leleux, Marty Wooldridge and Ron Harrell will attend this meeting.

The Council next discussed the LBIC website and requested an updated report be provided at the next scheduled meeting of the Council.

Commissioner Strain discussed the grant program being offered through the Louisiana Ag Finance Authority. The grant limit is \$30,000.00 and the application is due on February 1st. The Council discussed how they would like to spend this money.

Marty Wooldridge made a motion, second by Amelia Kent to use the grant money on the Louisiana Radio Network ad campaign in the amount of \$26,910.00 and \$5,000.00 to fund the Louisiana Public Broadcasting Channel's Cooking Show Louisiana beef segment. Motion passed unanimously.

Council returned to Old Business:

George Shepard, Delta Cattlemen's Association made a financial request for sponsorship of the Association's "2018 Senior Recognition and Teacher Appreciation Day".

John Thompson made a motion, second by Marty Wooldridge to fund \$1,000.00 to the Delta Cattlemen's Association to sponsor beef promotion at the "2018 Senior Recognition and Teacher Appreciation Day" event. Motion passed unanimously.

Amelia Kent next gave a report on the CBB activities.

Public Comment:

There was no public comment that took place.

The next meeting of the Council will take place on May 25th, 2018 at 9:00 a.m. at the Louisiana Department of Agriculture and Forestry in Baton Rouge, LA.

John Thompson made a motion, second by Mack Shelton to adjourn the meeting. The motion passed unanimously.