

Louisiana Beef Industry Council  
Minutes  
May 13, 2022

Members Present: John Thompson, Vandal Fairchild, Allen Blanchard, James LeLeux, Loyd Dodson and Mack Shelton

Vandal Fairchild made a motion, seconded by Loyd Dodson to approve the March 18, 2022 meeting minutes. The motion passed unanimously.

Funding Requests:

Walter Smith presented a funding request for the Washington Parish Fair taking place on October 18-22, 2022 at the Washington Parish Fairgrounds in Franklinton. The Fair averages 10,000 attendees per day. A table is set up in the barn and Council promotional items and brochures are given out. Loyd Dodson made a motion, seconded by Allen Blanchard to approve this promotional request for the total amount of \$2,250.00 including promotional items. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vandal Fairchild, yes; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes. The motion passes.

Shae Simon, presented the funding requests from the Louisiana Cattlemen's Association. The FFA Capital Day Luncheon will be held on April 26<sup>th</sup>, 2022 at the Baton Rouge Visitor's Center. At this event beef is served and promoted to FFA students, guests and elected government officials. With this sponsorship, the Council will be recognized on social media, in the Cattlemen's magazine and on signage at the food table. Vandal Fairchild made a motion, seconded by James LeLeux, to approve this funding request for the amount of \$250.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vandal Fairchild, abstain; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes. The motion passes.

Next, the LA Moo University weekend event was presented. This camp is for youth under 18 and their parents who are involved in the cattle industry, beef industry, or for those who would like to learn more. This camp will be held at Louisiana Tech at the end of this summer 2022. This camp provides attendees with tools to be successful cattlemen and advocates of beef. Students will participate in BQA training and cooking demonstrations, experience a full walk through of the processing side of beef in the meat lab, learn about animal nutrition, land stewardship, and advocacy training. As a sponsor the Council would be listed on all signage and a banner would be displayed for the duration of the event. Mack Shelton made a motion, seconded by Loyd Dodson, to sponsor this event for the amount of \$3,000.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vandal Fairchild, abstain; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes. The motion passes.

The North Louisiana Ag Expo will be held in January 2023. This Expo typically hosts between 10,000-12,000 people at the Ike Hamilton Expo Center in West Monroe. Beef products are also offered to all attendees and nutritional information, beef recipes and coloring books. The

primary goal for this event is to promote beef and increase the demand. James LeLeux made a motion, seconded by Loyd Dodson, to fund this project for the amount of \$1,500.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vandal Fairchild, abstain; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes. The motion passes.

The Cattlemen's Kitchen is open for three consecutive weeks at the State Fair of Louisiana in Shreveport. The kitchen will be in operation October 27-November 13, 2022. This event attracts over 400,000 attendees. The Cattlemen's Kitchen is a place to enjoy steak and also an educational center at the State Fair. The Council banner will be displayed and the logo will be on all signage. Promotional and educational items will be given to attendees. Mack Shelton made a motion, seconded by Allen Blanchard to approve this sponsorship for the amount of \$10,000.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vandal Fairchild, abstain; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes. The motion passes.

Nickey Smith joined the Council meeting.

Next, Skyler Lenz, NCBA, presented the 2022 LBIC digital marketing campaign that will run May 31, 2022 – September 12, 2022 through the YouTube, Google and Spotify platforms. The objective of this campaign is to maximize the awareness of the *Beef. It's What's For Dinner.* brand and promote Summer Grilling across the state of Louisiana. This campaign will utilize a mix of the newly created national Summer Grilling assets and always-on recipe content. Loyd Dodson made a motion, seconded by James LeLeux to approve the LBIC digital campaign for the amount of \$20,000.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vandal Fairchild, yes; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes; Nickey Smith, yes. The motion passes.

Hannah Devall, presented the Louisiana 4-H funding requests. The strong partnership between the Council and Louisiana 4-H has allowed for the development of innovative educational programming in the realm of meat science with beef as its focal point for both youth and adults. The emphasis on meat science within the animal science project area is new and currently being well received by youth and agents alike. Louisiana 4-H is seeking an annual funding sponsorship of \$17,750 to fund the annual LBIC-sponsored events of LOST Camp, the Beef Poster Contest, 4-H University Meat Judging contest, along with the Louisiana winning team attending national meat judging competition, Beef BBQ Commodity Ambassador Contest, and LAE4-HA professional development conference in addition to AgMagic Baton Rouge which is now the responsibility of the 4-H Department. In addition to ongoing programs, the Beef BBQ contest and Grilling Workshops will expand by taking the pilot program from 2022 and implementing it statewide beef safety will also be discussed. Louisiana 4-H is seeking to expand our relationship with the Council, which will increase program development related to our science, engineering, and technology, healthy living, and citizenship national 4-H mandates. The expanded sponsorship would fund the Louisiana 4-H Livestock Ambassadors which is a group of teens from across the state who have applied and been selected to serve as advocates of Louisiana livestock industry and undergo collegiate level training in order to serve their state and the livestock industry. Vandal Fairchild made a motion, seconded by Loyd Dodson, to approve up to

\$17,750.00 in reimbursable funds for Louisiana 4-H projects. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vendal Fairchild, yes; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes; Nickey Smith, yes. The motion passes.

#### Financial Report:

Peter Barrios presented the financial report to the Council.

Vendal Fairchild made a motion, seconded by James LeLeux to approve the financials. The motion passed unanimously.

#### Funding Requests Continued:

Chris Brooks presented the 2022 Restaurant Week sponsorship. The event will take place July 25-30, 2022. The sponsorship will include: custom printed menus featuring the Council logo, table tents, and check presenters, city-wide digital billboards Features on WAFB & BR Proud Features on Guaranty Broadcasting 25,000+ fans and followers on social media, 20,000+ daily emails subscribers menus featured on digbr.com, eatbr.com, wafb.com, Opentable, and visitbr.com., and over 1 million page views during event month. A \$2 donation per social media post with #eatbr will be given to the Greater Baton Rouge Food Bank. Vendal Fairchild made a motion, seconded by Nickey Smith to approve this sponsorship for the amount of \$7,500.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vendal Fairchild, yes; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes; Nickey Smith, yes. The motion passes.

Next, Chris Brooks presented the Guaranty Media Radio campaign. Every Friday, Brian Haldane invites a local chef to do a live cooking segment in studio. The segment is meant to be not only about the preparation of that day's specific dish but is also intended to be instructive to the home cook for technique, equipment, wine pairings, and everything that goes into quality meal preparation. The segment is also sent to Facebook Live so the audience can share with their cohorts and review the information later. Product placement and logos are encouraged for maximum visibility. The Friday Foodie Sponsorship includes: :30 live open and close sponsor message in each Friday Foodie Segment as well as visual "billboard" on Facebook Live and on talk1073.com, five (5) sponsor mentions each week as a part of promoting the segment, two (2) :60 second live read spots with Brian Haldane specific to the sponsor business per week. Loyd Dodson made a motion, seconded by James LeLeux to approve this sponsorship for the amount of \$6,000.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vendal Fairchild, yes; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes; Nickey Smith, yes. The motion passes.

Next, Kyle Coats, with Louisiana Radio Network, presented a sponsorship funding request for the 2023 campaign. This campaign would include advertisements on Louisiana Radio Network, 55 Network affiliate radio stations, six weeks total on the Louisiana Radio Network, two full

weeks leading up to: Memorial Day, Independence Day, and Labor Day, 12 paid commercials in each of the six weeks, 6 free bonus spots on all 55 stations, 78 total network commercials, 4,290 total commercials (78 network spots x 55 individual affiliate stations = 4,290). Commercials will air Monday-Friday, 6am-7pm, and Saturday 6am-12pm. Tiger Rag Radio, features a 21-week sponsorship of the Tiger Rag Radio Show and the SEC Round Up. 21 weeks beginning in July would run the campaign through the entire 2023 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, It's What's for Dinner". Introduction of the SEC Round Up as being sponsored by the "Louisiana Beef Industry Council, eat certified Louisiana beef, It's What's for Dinner". Two (2) :30 second commercials in all Tiger Rag Radio shows. Tiger Rag billboards statewide outdoor digital billboards the 3 weeks leading up to Memorial Day, Independence Day, and Labor Day, 9 weeks total. Billboard message rotates on up to 20 statewide billboards. Message displays an average of (500) times daily, and a maximum of (700) times daily. This request also includes the Certified Beef promotional campaign on Louisiana Radio Network's 55 Network affiliate radio stations. Three full weeks total, and one partial week on the Louisiana Radio Network. Two full weeks leading up to Memorial Day. One full week, and one partial week, leading up to Independence Day. (12) paid :30 second commercials weeks 1-3, (4) paid commercials in week four. 4 free bonus spots on all 55 stations. 44 total network commercials. 2,420 total commercials (44 network spots x 55 individual affiliate stations = 2,420). Commercials will air Monday-Friday, 6am-7pm, and Saturday 6am-12pm. Loyd Dodson made a motion seconded by Vendal Fairchild, to approve this funding request for the amount of \$26,900.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vendal Fairchild, yes; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes; Nickey Smith, yes. The motion passes.

Raquella Manuel, Louisiana FFA Foundation Director, presented an annual partnership proposal of \$11,000.00 which provides yearlong support with multiple organizational programs and supplies more avenues for engagement and education. This includes LBIC as the official partner of Meats Evaluation and Technology CDE taking place in Spring 2023, covers expense associated with meat products, competition, promotions. Estimated Costs: \$3,000.00. National competition that takes place in Fall 2022, travel stipend funds national registration, room, board, travel, and additional training. Estimated costs: \$5,000. Louisiana FFA convention in June 2023 partnership links and promotion of beef resources, educational booth, material distribution, and logistical support. Estimated Costs: \$3,000. A motion was made by Loyd Dodson, seconded by Allen Blanchard, to approve the funding request for the amount of \$11,000.00. A roll call vote was taken. John Thompson, abstain; Allen Blanchard, yes; Vendal Fairchild, yes; Mack Shelton, yes; James LeLeux, yes; Loyd Dodson, yes; Nickey Smith, yes. The motion passes.

#### Old Business:

Katie Chopin, Centenary College, gave a final report on the 2022 Beast Feast. The fourth annual Centenary College Beast Feast took place on Saturday, April 30, 2022 on the campus of Centenary College. Over 500 guests were in attendance and 17 signature chefs/cook teams participated in preparing unique culinary samplings for attendees. Guests were primarily from

the Northwest Louisiana area but some traveled from Gulf Port, MS and Rayne, LA. The sponsorship included LBIC signage throughout the event, beef dishes, cooking teams, and the Council logo was included on all invites and publications of this event.

Hannah Devall, LSU AgCenter, gave a final report on the 2022 Ag Magic event that took place in April. The Council logo was displayed on event flyers, emails, website, and the interactive map distributed to all attendees. She next reported on the 4-H events sponsored by the Council. State 4-H University Meat Judging Contest that included high quality classes of beef cuts utilized for the judging portion of the contest which provided a higher quality experience with four teams of youth 4-H members. She gave a report on the National 4-H Meat Judging and Identification Contest where four youth from Bossier, and two adult chaperones get to experience a once in a lifetime opportunity to represent Louisiana at a national event with industry tours and university visits. A booth with LBIC promotional items was setup in vendor area throughout event. Also discussed was the success of the following events: the Louisiana Association of 4-H Youth Development Professionals Annual meeting, Commodity ambassador, beef barbeque and speech contest, grilling workshop and curriculum, LOST Camp and the beef poster contest.

Dr. Ashley Edwards, LSU AgCenter, gave a report on the Master Cattlemen Program. So far this year, one class in the Northeast Region has been completed by Mr. Jason Holmes. Classes were held March 7th through May 9th at the Ouachita Parish Extension Office. A total of 15 participants enrolled in this course. A second class is currently being coordinated by Mr. Lee Faulk in the Northwest Region at the Sabine Parish Extension Office. This program includes 17 participants and will be completed on May 23, 2022. On the last night of both classes (End Product), agents display the website ([www.labeefcouncil.org](http://www.labeefcouncil.org)) and explain to the group the mission of the Louisiana Beef Industry Council, cattlemen's responsibility to pay the \$1 checkoff, the purpose of the Beef Checkoff Program and how \$0.50 stays in Louisiana for in-state promotional efforts. Promotional materials from LBIC and the Beef Checkoff Program were handed out during the End Product class at the Northeast Region with Jason Holmes. Jason had these materials on-hand from a previous event. Lee is requesting materials to be handed out during his final class, if available. Receipts for both classes are enclosed. Three other courses are currently scheduled for 2022. Mr. Vince Deshotel will host a class in the Central Region on July 28th through September 29th at the Beauregard Parish Extension Office at Rosepine Research Station. Historically he has had 25 to 50 participants in his region. Likewise, Ms. Randilyn Toups plans to host a class in Lafourche Parish beginning in July and ending in November. They anticipate 25 to 50 participants in that area. Finally, Dr. Donna Gentry has a program planned from September 1st through November 3rd at the West Feliciana Parish Extension Office in St. Francisville. Her class will be capped at 25 participants. Another report and receipts will be provided following these classes.

Old Business continued:

The renewal of the Federation of State Beef Councils membership was discussed. The Council decided to table this decision until the next meeting.

The 2022 Spring Associated Grocer's show took place on April 26-27, 2022 at the Lamar Dixon Expo Center in Gonzales, LA.

New Business:

The Council discussed the budget and will vote on it at the next meeting.

The Council decided to renew the accounting and administrative assistant contracts. A motion was made by Vendal Fairchild seconded by Allen Blanchard to approve the renewal of both contracts. The motion passed unanimously.

Other Business:

John Thompson gave a report on the activities of the CBB.

Public Comment:

Kevin Wofford, Louisiana Department of Ag and Forestry, gave an update on the activities at the Department.

Dave Foster thanked James LeLeux and Mack Shelton for their contribution to the Council over the years.

The next meeting of the Council will take place on Friday, August 12, 2022 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Vendal Fairchild made a motion, seconded by Loyd Dodson to adjourn the meeting. The motion passed unanimously.