

Louisiana Beef Industry Council
Minutes
March 18, 2022

Members Present: John Thompson, Vendal Fairchild, Allen Blanchard, James LeLeux, Jeremy Richerson and Amelia Kent

Vendal Fairchild made a motion, seconded by Allen Blanchard to approve the November 5, 2021 meeting minutes. The motion passed unanimously.

Financial Report:

Peter Barrios presented the financial report to the Council.

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

Peter next discussed the CBB audit.

The CBB would like the Council to fill out a conflict of interest disclosure form from here on out for transparency purposes.

A funding request was submitted late. Vendal Fairchild made a motion, seconded by John Thompson to amend the agenda to add the LCAAA request. The motion passed unanimously.

Funding Requests:

Lee McKinzie, Centenary College, presented a funding request for Beast Feast taking place on April 30, 2022. This sponsorship will promote beef by featuring the LBIC logo on all beef cook tents signage, the general admission tent, LBIC logo on large 2022 Beast Feast Express sponsor banner displayed the week of Beast Feast on Jones Rice Field along Centenary Blvd. near the main college entrance, LBIC logo placed on the event map (online & emailed to all patrons), LBIC logo recognized as Alligator Level Sponsor on Beast Feast email blasts, webpage, and social media posts. A motion was made by Vendal Fairchild, seconded by Allen Blanchard to approve this sponsorship request for the amount of \$5,000.00. \$3,000.00 of immediate sponsorship funding and \$2,000.00 reimbursable. A roll call vote was taken. John Thompson, yes; Allen Blanchard, yes; Vendal Fairchild, yes; Jeremy Richerson, yes; James LeLeux, Amelia Kent, abstain. The motion passes.

Hannah Devall, LSU AgCenter, presented a funding request for the sponsorship of the 2022 Ag Magic for the amount of \$2,500.00. This sponsorship will include the LBIC logo will be included on the self-guided tour map that is distributed to visitors at AgMagic and on the banner placed in the entrance/holding area for the event (thousands of children, parents and educators are expected to pass through this area) and LBIC will be included on a large sponsor sign at the entrance to AgMagic. This educational event provides an opportunity to learn how plants grow,

where animals live, the important role of bugs and many more interesting aspects of the world in which we live. Approximately 8,000 to 10,000 children, teachers, parents and other adults from a nine-parish area surrounding Baton Rouge participate in this event each year. Sponsors will be recognized during AgMagic on signage in the coliseum and other printed materials. A motion was made by Allen Blanchard, seconded by John Thompson to approve this sponsorship request for the amount of \$2,500.00. A roll call vote was taken. John Thompson, yes; Allen Blanchard, yes; Vendal Fairchild, yes; Jeremy Richerson, yes; James LeLeux, Amelia Kent, abstain. The motion passes.

Dr. Ashley Edwards, LSU AgCenter, presented the “Marketing Your Beef” workshop. This workshop will help meet the needs of producers wishing to begin marketing beef directly to consumers. There will be an emphasis on production, marketing, and the promotion of beef. This workshop will feature speakers from the industry and LSU AgCenter. More specifically, a general draft of the workshop outline is below: - Assessment of beef quality and yield grades on the hoof and rail (LSU AgCenter Agent/Specialist) - Nutritional management of finishing beef on grass or grain (LSU AgCenter Agent/Specialist) - Laws and regulations governing the sale of beef (LDAF and USDA) - Harvesting and processing beef (A panel including Louisiana Tech Meat Lab Manager, LSU Meat Lab Manager, McNeese State Meat Lab Manager, and local processors) - Creating and utilizing your own logo (Industry speaker with a marketing background) - Marketing versus selling your beef; Success stories (Producer panel) - Selling through farmer's markets and to local restaurants (Farmer's market coordinator or manager; Producers; Panel of local restaurant owners). In addition to the speakers listed above, a trade show with vendor booths will also be made available during the workshop. This sponsorship will take place on Friday, June 17, 2022 at the State Evacuation Shelter and Dean Lee Research Station in Alexandria, LA. The funding request of \$4,000.00 is in support of this event to be utilized to provide a beef lunch to workshop participants. The maximum estimated number of attendees is 200 and an estimated \$20.00 per lunch. Along with the incorporation of beef as the provided lunch and objectives highlighted above, beef promotional materials will be disseminated. A motion was made by Vendal Fairchild, seconded by John Thompson for an up-to, reimbursable amount of \$4,000.00 (\$20 per person for lunch). A roll call vote was taken. John Thompson, yes; Allen Blanchard, yes; Vendal Fairchild, yes; Jeremy Richerson, yes; James LeLeux, Amelia Kent, abstain. The motion passes.

Dr. Bobby Soileau presented a funding request for the sponsorship of the Louisiana County Agricultural Agents Association meeting to be held on June 5-8, 2022 in New Roads, LA. This conference allows members to learn about current topics and issues facing agriculture. This is a two-day meeting in which around 60-70 county agents are in attendance. A motion was made by Allen Blanchard, seconded by James LeLeux to approve this sponsorship request for the amount of \$2,000.00 pending the addition of the following agenda topics: BQA, beef education and the protection of beef's image, and promotion of checkoff information to be discussed at this meeting. A roll call vote was taken. John Thompson, yes; Allen Blanchard, yes; Vendal Fairchild, yes; Jeremy Richerson, yes; James LeLeux, Amelia Kent, abstain. The motion passes.

Old Business:

No old business.

New Business:

The resolution for delegation of authority relative to the prevention of sexual harassment. The motion was adopted unanimously.

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

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

Amelia Kent gave a report on the activities of the CBB.

Other Business:

No other business.

Public Comment:

The next meeting of the Council will take place on Friday, May 13, 2022 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. John Thompson made a motion, seconded by James LeLeux to adjourn the meeting. The motion passed unanimously.