

Louisiana Beef Industry Council  
Minutes  
August 12, 2022

Members Present: Amelia Kent, John Thompson, Vendal Fairchild, James LeLeux, Jeremy Richerson, Nickey Smith, Loyd Dodson and Peggy Perkins

The Council reviewed the minutes from the previous meeting. John Thompson made a motion, seconded by James LeLeux to approve the May 13, 2022 meeting minutes. The motion passed unanimously.

Funding Requests:

Dr. Christine Navarre presented a funding request for the BQA program. The requested funds are used for materials to supplement the Louisiana BQA Certification Program that is administered to cattle producers throughout the state of Louisiana. This program reaches approximately 200 producers per year. The funding amount requested should provide materials for the program for three years (600 producer's total). Besides the overall certification program, expanded efforts are planned for biosecurity and the cow calf assessment tool. The national BQA office released a biosecurity template last year that can be filled out by a cattleman with input from their veterinarian. This then provides the backbone to developing a Secure Beef Supply Plan (continuity of business plan in the event of a disease outbreak) for the operation. An updated Cow Calf Assessment Tool is set to be released in February. This tool can help cattlemen develop and document best management practices BMP's and ready themselves for marketing opportunities brought on by audit programs. Hard copies of the BQA Field Guide, Biosecurity Template and Cow Calf Assessment Tool will be ordered with other state coordinators to take advantage of bulk pricing. Field manuals are given to every cattleman taking the in-person certification. The Cow-Calf Assessment Tool and Biosecurity Template will be used in delivery of separate more targeted meetings with the goal of reaching 100 producers. Nickey Smith made a motion, seconded by John Thompson to fund this request for the amount of \$6,750.00. A roll call vote was taken. Amelia Kent, abstain; Peggy Perkins, yes; Jeremy Richerson, yes; Vendal Fairchild, yes; Nickey Smith, yes; James LeLeux, yes; Loyd Dodson, yes; John Thomspson, yes. The motion passes.

Dr. Ashley Edwards, presented the funding request for the Master Cattlemen Program "Marketing Your Beef". Producers enhance their production and profitability through a 10-week, educational curriculum based program. Course graduates gain knowledge of sustainable practices in production, business management, marketing, herd health, and natural resources. Becoming a Master Cattleman requires completion of a "core" curriculum including 30 hours of classroom instruction. This classroom instruction covers 10 weeks of educational material, including Beef Quality Assurance (BQA) certification. Each class session also involves a pre & post evaluation measuring the effectiveness, or knowledge gained, of the presented material. We have graduated nearly 1,500 producers thus far. One of the core curriculum components is "End Product" which covers beef evaluation, grading, inspection, slaughter, fabrication, and value-

added. We believe this to be one of the more educationally valuable sessions as it makes participants consider the question, “Are you in the beef business or cattle business?” We are again requesting support from LBIC in the amount of \$750 per regional program (five program regions totaling no more than \$3,750). In exchange we offer the following: Incorporation of beef into the weekly meal menu for class participants, dissemination of beef promotion materials to all class participants, 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/benefits of beef. Loyd Dodson made a motion, seconded by Jeremy Richerson, to approve this funding request for the amount of \$750.00 per class for a total of 5 classes. A roll call vote was taken. Amelia Kent abstain; Peggy Perkins, yes; Vendal Fairchild, yes; Jeremy Richerson, yes; Nickey Smith, yes; James LeLeux, yes; Loyd Dodson, yes; John Thompson, yes. The motion passes.

Next, Tripp Shepard, North Louisiana Agri-Business Council, the sponsorship request for the 2023 Ag Expo. This event will take place on January 13-14, 2023. The Ag Expo educates the public on the many ways agriculture touches daily lives, from explaining the food chain to the multiple uses of agricultural products. It introduces advances in technology and science being made for efficiencies in growing, harvesting and marketing all kinds of commodities. There are also educational seminars and displays, horse exhibits, Jr. Livestock shows, and more. The Council will receive booth space and sponsorship recognition in all Expo advertising. The Council will also be the sponsor of the legislative lunch that takes place on Friday, January 13<sup>th</sup>. Vendal Fairchild made a motion, seconded by Nickey Smith, to sponsor this event for the amount of \$1,700.00. A roll call vote was taken. Amelia Kent, abstain; John Thompson, yes; Peggy Perkins, yes; Vendal Fairchild, abstain; Jeremy Richerson, yes; James LeLeux, yes; Loyd Dodson, yes; Nickey Smith, yes. The motion passes.

Rusty Bailes presented the request for the Vernon Parish Cattlemen Youth Ag Day and Senior Citizen Day. These events will take place on October 5<sup>th</sup>, 2022 at Porter and Sons Ranch, in Leesville. The attendees will include students in 11<sup>th</sup> and 12<sup>th</sup> graders from Vernon Parish Schools, FFA, 4H members, career counselors, members of the media, and community leaders. Total attendance is around 250 people. The Senior Citizen Day will take place at the Vernon Parish Fair Grounds in Leesville. Around 350 – 400 senior citizens, community leaders and media will be in attendance. Loyd Dodson made a motion, seconded by Jeremy Richerson, to fund this sponsorship for the amount of \$2,600.00. A roll call vote was taken. Amelia Kent, abstain; Peggy Perkins, yes; Vendal Fairchild, abstain; Jeremy Richerson, yes; James LeLeux, yes; Loyd Dodson, yes; John Thompson, yes; Nickey Smith, yes. The motion passes.

Avery Davidson, LFBF, presented a sponsorship request for This Week in Louisiana Agriculture’s Field to Feast segment. This segment is directed at consumers to show them ways to prepare beef and to introduce them to the women and men involved in the cattle industry. TWILA is shown in every broadcast market in Louisiana weekly and nationally on RFD-TV. With that national exposure, the show has more than 116,000 viewers each week. We would appreciate your continued support of our program as we begin another year of segments featuring Louisiana beef. Sponsorship for the 2022/2023 broadcast year is \$5,000.00. Those

funds are used to pay for production of the segments and for the ingredients used in the segments. Your sponsorship provides pre- and post-segment audio bumpers featuring your logo, a year-round web ad on the TWILA website and the use of beef in segments as often as possible (4 use minimum). John Thompson made a motion, seconded by Nickey Smith to approve this sponsorship for the amount of \$5,000.00. A roll call vote was taken. Amelia Kent, abstain; Peggy Perkins, yes; Nickey Smith, yes; Vendal Fairchild, abstain; Jeremy Richerson, yes; James LeLeux, yes; Loyd Dodson, yes; John Thompson, yes. The motion passes.

James LeLeux made a motion, seconded by Nickey Smith to make it known that as of today's meeting the budgeted funds have been exceeded and the Council acknowledges that all approved program funding from this point forward will come from the Council's reserve funds. The motion passed unanimously.

#### Old Business:

Dr. Ashley Edwards gave a report on the Master Cattlemen Program. The "Marketing Your Beef" workshop took place in July 2022. This workshop had around 110 participants. The Council logo was used on the flyers and recipes, handouts, etc. were given to all participants.

The renewal of the Federation of State Beef Councils membership was discussed. Vendal Fairchild made a motion, seconded by Peggy Perkins to renew the membership with the Federation of State Beef Council for the amount of \$17,000.00. This amount will include the Southeastern States Digital Campaigns. This will be a budget line item. The motion passed unanimously.

The 2022 Fall Associated Grocer's Show will take place on September 20 – September 21 in Gonzales at the Lamar Dixon Expo Center.

#### New Business:

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

The application for the LDAF grant is due on September 30, 2022. The grant amount being offered is for \$12,500.00 if approved.

The Council discussed the harassment forms that needed to be signed by each member.

The Council was asked to sign a letter of support for three certifications through the American Meat Science Association. The three certifications are as follows: Culinary Meat Selection and Cookery Certification, Food Safety and Science Certification and Meat Evaluation Certification. This certification provides individuals with knowledge and skills in each category. This certification creates a pipeline of qualified workers into the Louisiana workforce. This certification also provides businesses with the opportunity and availability to find employees who will be hard-working and equipped with current skills. The AMSA Food Safety and Science

Certification will help provide businesses with direction when they are struggling to find new employees. Vandal Fairchild made a motion, seconded by James LeLeux to sign this letter of support. The motion passed unanimously.

Next, an election of officers took place. Loyd Dodson, seconded by Vandal Fairchild nominated John Thompson as Council Chairman. The motion passed unanimously.

James LeLeux, seconded by John Thompson nominated Vandal Fairchild as Vice-Chairman. The motion passed unanimously.

John Thompson, seconded by Nickey Smith nominated Loyd Dodson as Secretary. The motion passed unanimously.

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

Public Comment:

Dr. Ashley Edwards gave the Council an update on the AgCenter.

Rusty Bailes commended the Council for a job well done.

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

The next meeting of the Council will take place on Friday, November 18<sup>th</sup>, 2022 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Vandal Fairchild made a motion, seconded by Loyd Dodson to adjourn the meeting. The motion passed unanimously.