

Louisiana Beef Industry Council  
Minutes  
November 15<sup>th</sup>, 2019

The meeting was called to order by Chairman Amelia Kent.

Members Present: Loyd Dodson, Vandal 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 John Thompson to approve the minutes of the August 9<sup>th</sup>, 2019 meeting as amended. The motion passed unanimously.

The Council reviewed the financial reports presented by Peter Barrios. Walter Smith made a motion, second by John Thompson to approve the financial report. The motion passed unanimously.

Funding Requests:

Mack Shelton made a motion, second by Ed Lopinto to not hear the South Central District Livestock Show proposal due to an absent presenter. A roll call vote was taken. Vandal Fairchild: yes, Loyd Dodson: yes, James Leleux: no, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: no. The motion passed.

Reggie Lucas presented to the Council a sponsorship request for the Central District Livestock Show banquet in Alexandria. This event will take place on February 1<sup>st</sup>, 2020 at the Dean Lee Research/Extension Center Livestock Complex. James Leleux made a motion, second by Vandal Fairchild to approve this sponsorship for the amount of \$1,000.00. A roll call vote was taken. Vandal Fairchild: yes, Loyd Dodson: yes, James Leleux: yes, Mack Shelton: no, Ed Lopinto: no, John Thompson: yes, Amelia Kent: abstain, Walter Smith: yes. The motion passed.

Avery Davidson presented a funding request to sponsor the 2019/2020 broadcast year of "This Week in Louisiana Agriculture" cooking segments that will feature beef. The sponsorship amount being requested is \$5,000.00 and will include pre-and post-segment audio bumpers featuring the Council logo, a year round ad on the TWILA website and the use of beef in segments as often as possible (4 use minimum). Walter Smith made a motion, second by Mack Shelton to approve this sponsorship for the amount of \$5,000.00. A roll call vote was taken. Vandal 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.

Lance Bruce presented a sponsorship request for the 2020 Ag Expo that will take place on January 17<sup>th</sup> & 18<sup>th</sup>, 2020. This funding request includes sponsorship of the Ag Expo that will include booth space, recognition of sponsorship and complimentary tickets to the Ag Expo. This is an Ag educational and networking event. The sponsorship fee of \$1,200.00 will include two booth spots, and the Ag awards luncheon that will serve red meat for the amount of \$500.00 for a total funding request amount of \$1,700.00. Vandal Fairchild made a motion, second by Loyd Dodson to approve this sponsorship for the amount of \$1,700.00. 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.

Next, Dr. Coreil and Gracie Laborde representing Louisiana State University of Alexandria. They will be hosting an event called WOW (Weeks of Welcome) on campus to promote advocating and outreach regarding the beef industry. This will be an educational event to promote red meat and show why it is an essential part of diet. There will be a booth showing the pasture to plate process and meat-cutting instruction will be included. Crystal Ahrens, 4-H Animal Science, LSU AgCenter will help with this project. Walter Smith made a motion, second by Vendal Fairchild to approve this sponsorship for the amount of \$1,000.00. 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.

### Old Business:

Crystal Ahrens, 4-H Animal Science, LSU AgCenter, gave a report on beef posters, LOST Camp, and the LAE-4HA events. There were 1,876 participants from 29 parishes. This was an increase of 61 percent. The winning posters were displayed for viewing by over 5,000 people during AgMagic on LSU Campus. LAE-4HA meat science session provided 4-H agents the opportunity to learn more about the beef industry. This session exposed agents to beef types, production forms, industry challenges and career opportunities. It also included a blind taste test between beef and alternative beef products. 100% of the participants agreed that these topics were relevant to their professional development. LOST Camp is an outdoor technology camp focused on science, engineer and technology. Over 400 participated in the LOST Camp. There was also a dedicated animal science educational track, which allowed 50 youth to participate in lectures and hands-on learning about the effects of breeding and genetics, nutrition and animal welfare on the effects of meat and the beef industry.

The Fall Associated Grocer's Show took place on September 24-September 25, 2019 at the Lamar Dixon Expo Center in Gonzales, LA. John Thompson reported to the Council that this was another successful cook-off and trade show.

Dr. Pitre staffed the booth at the Southern Cast Iron Cook-off. This event was successful and the Council received a lot of press with this sponsorship.

Walter Smith reported on the Washington Parish Fair and the great exposure because of this event.

James Leleux let the Council know that the State Fair was complete and was another worthwhile event.

New Business:

Todd Johnson, Senior Vice-President, Federation of Beef Councils, presented strategic planning ideas that would be beneficial to the Council. The 2020 strategic objective is to increase the beef demand. This includes the following: driving growth in beef exports, protecting and enhancing the business and political climate for beef, growing consumer trust in beef and beef production and promotion and strengthening beef's value. The Council discussed their mission statement, vision and strategic priorities. Todd went over the many services that the Federation offers to State Beef Councils.

Amelia Kent gave an update on the CBB activities.

Public Comment:

There was no public comment that took place.

The next meeting of the Council will take place on January 24, 2020 at 9:00 a.m. at the Louisiana Department of Agriculture and Forestry in Baton Rouge, LA.

Walter Smith made a motion, second by Ed Lopinto to adjourn the meeting. The motion passed unanimously.