

Louisiana Beef Industry Council
Minutes
August 27th, 2021

Members Present: Mack Shelton, Loyd Dodson, John Thompson, Vandal Fairchild, Allen Blanchard, Nickey Smith and Amelia Kent

John Thompson made a motion, seconded by Vandal Fairchild to approve the May 21st, 2021 meeting minutes. The motion passed unanimously.

Financial Report:

Peter Barrios presented the financial report to the Council. Loyd Dodson made a motion, seconded by John Thompson to approve the financials. The motion passed unanimously.

Funding Requests:

Robert Easley, Southern University Agricultural Research and Extension Center, presented a funding request for a project entitled “Chewing the Beef” Industry and Career Discussion. This sponsorship will promote the beef by creating a pipeline for students to enter the industry professionally and grow relationships that position students, faculty and staff, minority farmers, and the citizens of Louisiana to be healthier and more knowledgeable of the beef industry. To evaluate the success of the event, evaluations will be implemented prior to and after the event. Social media and online presence are tracked via the Office of Information Technology and Communications. A post-event survey to all attendees to rate the effectiveness of the event’s educational segments will be sent. On September 24th, 2021 during the 20th anniversary celebration, a segment that will entail SU Alum working in the beef industry, USDA Representatives, and College of Ag and Ag Center Faculty and Staff. Here, this panel will discuss their personal experiences working in the beef industry and speak directly to students about opportunities after graduating. Additionally, this will create a platform for SU Faculty and Staff to discuss their current work and research at the Beef Research Station. At the conclusion of the panel discussion, the faculty and staff will serve samples of beef prepared by them and allow the guests to rate the food provided. This will take place at the Southern University Livestock Arena and Multipurpose Facility in Baton Rouge. Mack Shelton made a motion, seconded by Loyd Dodson to approve this sponsorship for the amount of \$3,600.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Nickey Smith, yes; Allen Blanchard, yes; Vandal Fairchild, yes; Loyd Dodson, yes; Amelia Kent, abstain. The motion passes.

Kyle Coats, Louisiana Radio Network, presented a statewide radio campaign during Thanksgiving and Christmas. This campaign would include 9 total statewide commercials that run on 56 stations. A total of 2,016 commercials would run statewide. These commercials would be heard around 900,000 times over the 4 week campaign period. The objective is to create the desire to purchase and consume delicious beef leading up to the Thanksgiving and

Christmas Holidays. The total cost of this funding request is \$9,600.00. Vendal Fairchild made a motion, seconded by John Thompson to approve this sponsorship for the amount of \$9,600.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Nickey Smith, yes; Allen Blanchard, yes; Vendal Fairchild, yes; Loyd Dodson, yes; Amelia Kent, abstain. The motion passes.

Christy Chachere Lohmann, Hoffman Media, presented the Council with a funding request to promote beef in Louisiana Cookin' Magazine. This sponsorship would include a full page print advertisement featuring beef and a beef recipe in six issues of the magazine (entire year of 2022). This would also include 12 total e-newsletters and 12 Facebook posts. Nickey Smith made a motion, seconded by John Thompson to approve this sponsorship for the amount of \$11,000.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; Nickey Smith, yes; Allen Blanchard, yes; Vendal Fairchild, yes; Loyd Dodson, yes; Amelia Kent, abstain. The motion passes.

Old Business:

Jeff Florence, Federation of State Beef Councils, gave an update on the results of the digital Southeastern States Campaign. This campaign promoted the 2021 summer grilling season Memorial Day through Labor Day. Digital advertisements ran on YouTube, Spotify and Google. This campaign currently has over 3.56 million engagements (video views, audio listens and clicks).

Skyler Lenz, also with the Federation of State Beef Councils, presented the 2021 LBIC Digital Media Campaign running through 05/31/2021 – 09/10/2021. This campaign objective is to maximize the awareness of the *Beef. It's What's For Dinner.* brand and promote summer grilling across the state of Louisiana using a mix of the newly-created national summer grilling assets and always-on recipe content through YouTube, Spotify and Google Search. Thus far, the mid-campaign progress indicates YouTube impressions: 1,064,538 and 721,393 video views, Spotify: 197,555 impressions and 181,435 audio listens and Google: 58,185 impressions.

The Council next discussed the renewal of the Federation of State Beef Council membership. The membership renewal for FY 2022 will cost \$6,500.00. Vendal Fairchild made a motion, seconded by Loyd Dodson to rejoin the Federation. A roll call vote was taken. John Thompson, no; Mack Shelton, no; Nickey Smith, yes; Allen Blanchard, yes; Vendal Fairchild, yes; Loyd Dodson, yes; Amelia Kent, abstain. The motion passes 4:2.

Next, a discussion of the Federation of State Beef Council services took place. The Council agreed to appoint a Federation of State Beef Councils member service liaison to better utilize the services that the Federation offers. Vendal Fairchild volunteered to be the liaison and to represent Louisiana on the Federation seat.

The Associated Grocer's trade show will take place on September 28th and September 29th, 2021.

New Business:

Louisiana Department of Agriculture and Forestry will offer a promotional grant for the amount of \$12,500.00. Loyd Dodson made a motion, seconded by Mack Shelton to use the funds of the grant if approved towards a Louisiana Radio Network campaign. The motion passed unanimously.

Mack Shelton discussed a phone call regarding buyer's cards. Currently, the Council provides buyer's cards for the buying stations at zero cost but does not include the business name of the station. Mack Shelton made a motion, seconded by Vandal Fairchild to leave the buyer's card setup exactly the same.

The FY 2022 budget was amended to show the renewal cost of the Federation of State Beef Councils membership for the amount of \$6,500.00.

John Thompson made a motion, seconded by Mack Shelton to encourage Peter Barrios to look at different bank options to make sure the Council's funds are protected.

John Thompson made a motion, seconded by Loyd Dodson to approve the FY 2022 budget with the agreed upon edits.

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

Other Business:

Dr. Scaglia, LSU AgCenter, will host a workshop in Alexandria on November 16th. Loyd Dodson and Amelia Kent will man the booth at this workshop and hand out promotional/informational brochures.

Public Comment:

No public comment.

The next meeting of the Council will take place on Friday, October 29, 2021 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. John Thompson made a motion, seconded by Loyd Dodson to adjourn the meeting. The motion passed unanimously.

- ❖ Since this meeting, the Associated Grocer's trade show was cancelled. Also, the next LBIC meeting was rescheduled due to a scheduling conflict and will now take place on Friday, November 6, at 9:00 a.m. at Louisiana Farm Bureau in the board room.