

# **MINUTES**

## **LOUISIANA CRAWFISH PROMOTION & RESEARCH BOARD**

**January 27, 2021**

**Rice Research Station**

**Rayne, LA**

### **Call to Order:**

David Savoy called the meeting to order at 1:00 P.M.

### **Roll Call:**

#### **MEMBERS PRESENT**

David Savoy  
Greg Faulk  
Ralph Babin  
Wayne Romig  
Bill Pizzolato  
Jody Meche  
Kip Lastraps

#### **MEMBERS ABSENT**

Chandra Scarber  
Wylie Jewel  
Robert Buller

### **Declaration of a Quorum:**

A quorum was declared with 7 members present and 3 members absent.

### **Approval of Minutes:**

The minutes from the October 21, 2020 Board meeting were read.

**MOTION BY:** Jody Meche seconded by Ralph Babin to approve the minutes from the October 21, 2020 Board meeting. Motion Carried.

### **Collections & Financial Report:**

David Savoy called on Ron Harrell to present the collections and financial reports. He reported to the Board the current condition of accounts.

**MOTION BY:** Ralph Babin seconded by Jody Meche to approve the financials. Motion Carried.

## **Promotion & Research:**

Joshua Vaughan, University of Louisiana at Lafayette, gave an update on the automated crawfish-peeling machine. The Board looked at the current design overview. The Board was shown the head/tail separation subsystem which includes the adjustable head/tail separation. The meat extraction subsystem contains the crawfish abdomen and tail clamp, the meat collection subsystem and the tail cutting subsystem. The electrical and controls of the machine were shown to the Board. Next quarter goals include the following: Complete invention disclosure paperwork, finish fabrication and testing of sub-systems, complete user interface implementation, integration and testing.

Jessica Lange gave an update on the billboard campaign. The billboards will run March – May 2021. They will be located in the following cities: Shreveport, Dallas, Mobile, Pensacola, Atlanta, Little Rock, San Antonio, Shelby, Cobb and Round Rock. The Board was approved for the promotional grant through LDAF and will use the grant money to go towards this project.

Christy Chachere Lohmann, Hoffman Media, presented a promotional advertising project to the Board. This project would include 3 full page advertisements featuring crawfish in *Louisiana Cookin'* magazine, 12 total e-newsletters and 6 targeted Facebook and Instagram posts to encourage the audience to interact with Louisiana crawfish content.

**MOTION BY: Jody Meche seconded by Bill Pizzolato to approve the Hoffman Media promotional campaign for the amount of \$9,000.00. Motion Carried.**

Jennifer Marsh, Louisiana Radio Network, presented the Board with the crawfish report radio campaign that will run February – May of 2021. The crawfish report is information specifically prepared for Louisiana farmers and consumers. This weekly report will have the latest information on everything from research to nutrition impacting the crawfish industry. Every week The Voice of Louisiana Agriculture Radio Network will produce a special one (1) minute LA Crawfish Report. This report will air in a fixed position, so producers know when to listen. The time is every Friday morning at 11:45am. The Board will then receive one (1) :30-sec commercial after this report to promote the consumption of crawfish.

Also, weekly the latest Crawfish news will be posted in the Monday edition of Don Molino and Avery Davidson's Daily Voice E-Newsletter – The Daily Voice. The total cost of the crawfish report is \$6,175.00.

Next, Jennifer presented a promotional radio campaign opportunity that would be in collaboration with the rice industry. This campaign will run for two weeks September 6-17, 2021. A total of thirty (30) :60 sec commercials to air on 55 radio stations statewide. A total of 3,300 individual: 30-sec commercials. The total cost for this radio campaign is \$6,750.00.

**MOTION BY: Jody Meche seconded by Greg Faulk to approve both of the Louisiana Radio Network proposals at the amounts of \$6,175.00 and \$6,750.00. Motion Carried.**

Next, Greg Lutz, LSU AgCenter, gave an update on white spot research.

**Board Business:**

The Board next discussed the crawfish season.

**No public comment**

The date for the next Board meeting will be Wednesday, April 28, 2021 at 1:00 P.M. at the Rice Research Station in Rayne, LA.

**MOTION BY: Jody Meche and seconded by Kip Lastraps to adjourn the meeting. Motion Carried.**