

1925

Louisiana Beef Industry Council
Minutes
May 9, 2025

Members Present: Allen Blanchard, Nickey Smith, Loyd Dodson, Vendal Fairchild, Mike Kovac and Jarett Daigle

Prayer and pledge.

Roll call and determination of a quorum.

Public Comment:

Dylon Lacour with LDAF announced that there were two saddle microchipping events coming up. They would be held on May 16th at West Feliciana LSU AgCenter in St. Francisville and the other would be held on May 30th at the high school finals rodeo in Lake Charles at the Burton Coliseum.

Approval of Minutes:

Vendal Fairchild made a motion, seconded by Nickey Smith to accept the minutes from the March 14th, 2025 meeting. The motion passed unanimously.

Financial Report:

Peter Barrios presented the financial report to the Council.

Vendal Fairchild made a motion, seconded by Jarett Daigle to accept the financials. A roll call vote was taken. Allen Blanchard; yes, Nickey Smith; yes, Jarett Daigle; yes, Vendal Fairchild; yes, and Loyd Dodson; yes. The motion passed.

Action Item:

Jarett Daigle made a motion to add an executive session to the end of the meeting. Nickey Smith seconded the motion. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Funding Requests:

Hannah Devall, LSU AgCenter, presented a final report on all of the activities funded in the past year by the Council. Next, she presented the funding request for the 2024-2025 4-H events. 4-H University Meats Judging Contest, LAE4-HYDP Annual Conference Sponsorship, National 4-H Meats Contest Sponsorship, AgMagic, Beef Poster, Beef Poster, Grilling Workshops, Louisiana 4-H Livestock Ambassadors, Teen Members; with a total of \$18,000 requested. Jarett Daigle made a motion, seconded by Vendal Fairchild to approve these projects including promotional items for a total reimbursable amount of \$11,750. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Vendal Fairchild motioned to add Beast Feast to the list of funding requests as Item N. This was seconded by Nickey Smith. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Kyle Coats, Louisiana Radio Network, this sponsorship will include Radio advertisements, State-wide Billboards, Tiger Rag Radio. Nickey Smith made a motion, seconded by Jarrett Daigle to approve the Louisiana Radio Network sponsorship for the amount of \$11,250.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Shae Simon, LCA, presented the funding requests for 2025-2026. Louisiana Cattlemen's Kitchen (\$5,325.00), FFA Capitol Day (\$300.00), LJCA La Moo University (\$3,000.00). Nickey Smith made a motion, seconded by Mike Kovac, to approve these funding requests for a total sponsorship amount of \$8,625.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

The LBIC members presented the funding request to sponsor the "Feasting on Agriculture" segment featured on This Week in Louisiana Agriculture (TWILA). 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 124,000 viewers each week. We would appreciate your continued support of our program as we begin another year of segments featuring Louisiana beef. 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). Jarett Daigle made a motion, seconded by Nickey Smith to approve this sponsorship in the amount of \$3,000.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Ashley Edwards presented the funding request for Master Cattlemen. Nickey Smith made a motion, seconded by Jarett Daigle to approve this project for the reimbursable amount of \$2,812.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Dara Stevens presented the funding request for Guaranty Media. Nickey Smith made a motion, seconded by Vendal Fairchild to approve this project for the amount of \$6,000.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Christy Lohmann, Hoffman Media, presented a funding request for sponsorship of the *Louisiana Cookin'* Magazine. This sponsorship will include three full page advertisements in the Fall, Spring and Summer. This will also include 1 e-newsletter. Nickey Smith made a motion, seconded by Vendal Fairchild to approve this request for the amount of \$9,375.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; yes, Jarett

Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Cade LeJeune, Louisiana FFA, presented a funding request on the 2025-2026 FFA projects. This funding will support the National FFA Meats Evaluation and Technology CDE, State CDE Sponsorship, and the June 2024 Annual FFA Convention. Vandal Fairchild made a motion, seconded by Nickey Smith to approve the funding requests for a total amount of \$9,750.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vandal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Nickey Smith, presented on the 2024 Washington Parish Fair. Loyd Dodson made a motion, seconded by Jarett Daigle to approve this sponsorship for the amount of \$1,500.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; yes, Vandal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; abstain.

Ashley Hughes, Ashley Hughes Consulting, presented her contract renewal. This will cover website maintenance, 2-3 posts a week on social media. Vandal Fairchild made a motion, seconded by Nickey Smith to not renew the contract due to budget cuts.

Todd Johnson, Federation of State Beef Councils, gave the Council an outlook on the livestock industry and Federation business.

Nickey Smith made a motion, seconded by Loyd Dodson to fund the Southeast States Campaign for the amount of \$5,374.00 , \$2,000.00 towards General Federation Relations, and \$5,375 towards the 2026 SEC Digital Media Campaign; for a total of \$10,750.00 to go towards the Federation of State Beef Councils seat. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vandal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Skyler Lenz presented on the Southeast States Campaign and the 2026 SEC Digital Media Campaign. The objective of this campaign is to inspire consumers in the Southern U.S. States to choose beef for their outdoor grilling meals and drive awareness of the *Beef. It's What's For Dinner.* brand. This campaign will run the length of the summer, from early June through the end of August, to capitalize on the peak summer grilling season. This will also mirror the National BIWFD Summer Grilling Anthem Campaign flight. This campaign will also run ads across Connected TV and Audio/Online Radio advertising. This allows for premium ad placements on TV, including live sports, cooking shows, and local/national news networks. In addition, audio advertising will reach consumers while they are listening to music and taking part in their summer activities. This campaign will run on the following platforms: Connected TV ads through The Trade Desk across a wide variety of appropriate, premium TV channels (e.g., Hulu, Fox, ESPN, ABC, etc.) and Audio Streaming Ads through The Trade Desk (e.g., Spotify, iHeart, Pandora).

Lee McKinzie, Centenary College, presented a sponsorship request for 2026 Beast Feast. This event will take place on Saturday, May 2, 2026, at Jones Rice Field, Centenary College Campus, Shreveport, Louisiana. Centenary College Beast Feast is a unique, festival style culinary event featuring local restaurateurs, backyard chefs, and other food enthusiasts preparing a variety of

cuisine. They anticipate continued growth for Beast Feast 2026 with an increase in both guests and cook teams. Attendees are primarily from Northwest Louisiana area but there is growing interest from the broader Ark-La-Tex region. Jarett Daigle made a motion, seconded by Nickey Smith to fund this request for the amount of \$1,687.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vandal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Mike Kovac motioned to add Restaurant Week to the list of funding requests as Item O. This was seconded by Vandal Fairchild. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vandal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Alexandra Lee presented a sponsorship request for 2026 Restaurant Week. Mike Kovac made a motion, seconded by Vandal Fairchild to fund this request for the amount of \$4,500.00. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vandal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

Old Business:

Allen Blanchard discussed the Associated Grocer's Spring Show that took place on May 7, 2025 and May 8, 2025 at the Lamar Dixon Expo Center in Gonzales, LA. The Fall Show will take place on September 9, 2025 and September 10, 2025.

New Business:

The Council agreed to renew the administrative and accounting contracts for 2025-2026. Vandal Fairchild made a motion, seconded by Jarett Daigle to renew both contracts. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vandal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

The Council reviewed the budget for 2025-2026. Nickey Smith made a motion, seconded by Vandal Fairchild to approve the budget. A roll call vote was taken. Loyd Dodson; yes, Allen Blanchard; abstain, Vandal Fairchild; yes, Jarett Daigle; yes, Mike Kovac; yes, and Nickey Smith; yes.

No one present to give CBB report.

Other Business:

Dylan Lacour, Livestock Brand Commission gave an update on the activities of the Commission.

Ashley Edwards announced the next LSU AgCenter Hay Day would take place on June 12th.

Public Comment:

Dave Foster, Cattle Producers of Louisiana, commented on the Council's activities.

The next meeting of the Council will take place on Friday, August 8th, 2025, at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Mike Kovac made a motion, seconded by Jarett Daigle to adjourn the meeting. The motion passed unanimously.