

Louisiana Beef Industry Council  
Minutes  
February 22, 2019

The meeting was called to order by Chairman Amelia Kent.

Members Present: Dr. Sheila Pitre, James LeLeux, Walter Smith, Ed Lopinto (*joined later*), Mack Shelton, Marty Wooldridge, John Thompson, Joey Blanchard and Amelia Kent

Dr. Pitre made a motion, second by John Thompson to add the LSU Launch Experience and LSU Ag Magic funding requests to the agenda. The motion passed unanimously.

The minutes of the previous meeting were reviewed. Walter Smith made a motion, second by Dr. Pitre to approve the minutes of the November 16, 2018 meeting. The motion passed unanimously.

The Council reviewed the financial reports presented by Peter Barrios. Walter Smith made a motion, second by Dr. Pitre to accept the financial report as presented. The motion passed unanimously.

Funding Requests:

Saige Solomon with the Centenary College Beast Fest presented a funding request to the Council on a sponsorship of the 2019 Beast Feast which is a festival style culinary event in Shreveport, LA. A minimum of 600 people will be in attendance. With this sponsorship the Council would receive recognition as a sponsor via emails, signage, social media, banner, and newsletters. Beef would be purchased and prepared at a minimum of 3 cook tents.

Dr. Pitre made a motion second by Marty Wooldridge to fund the Centenary College Beast Fest in the amount of \$3,000.00. \$1,500.00 will be for the sponsorship and up to \$1,500.00 reimbursable amount will be used in the purchase of beef based upon receipts. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, James LeLeux: yes, Joey Blanchard: yes, Mack Shelton: yes, John Thompson: yes, Amelia Kent: abstain. The motion passed.

Next a funding request was presented by Becky Gautreaux. The requested amount is \$1,000.00 to sponsor the 2019 Louisiana Academy of Nutrition and Dietetics (LAND) Conference at the L'Auberge Casino in Baton Rouge. This conference will include more than 700 nutrition professionals and work in areas of food and nutrition services, including: hospitals, long-term care facilities, outpatient education clinics, public health departments, pharmaceutical companies, schools, colleges and universities, wellness and fitness facilities, and private practices. The Council will be featured on the sponsorship poster and in the program. A roll call vote was taken. Walter Smith: yes, Marty Wooldridge: yes, Dr. Pitre: yes, James LeLeux: yes, Joey Blanchard: yes, Mack Shelton: yes, John Thompson: yes, Amelia Kent: abstain. The motion passed.

Stephanie Gravois presented a funding request in the amount of \$500.00 for the LFBF Youth Livestock Show. This event will be in Alexandria at the DeWitt Livestock Facility. This sponsorship will provide hamburgers for the event and will reach over 350 youth cattle exhibitors, family and other visitors of the event. The LBIC banner will be displayed as well as promotional brochures. Dr. Pitre made a motion second by Walter Smith to fund the LFBF Young Farmers and Ranchers Youth Livestock Show in the amount of \$500.00. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Walter Smith: yes, Amelia Kent: abstain. The motion passed.

Dale Hoover next presented a \$750.00 funding request for the Quality and Performance 10<sup>th</sup> Annual Bull Sale. A representative of the Council will attend the sale and speak on behalf of the Council. Around 175 people will attend this sale. The LBIC banner will be displayed and promotional/recipe brochures will be provided. This is a reimbursable project based upon receipts for the purchase of the beef. A roll call vote was taken. Walter Smith: yes, Mack Shelton: no, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Amelia Kent: abstain. The motion passed.

Mary LeBlanc with Guaranty Media presented a few options to the Council regarding radio advertisements that air on Eagle 98.1, 100.7 The Tiger, 104.5 ESPN, Talk 107.3 WBRP, and Facebook Live. Foodie Friday will be sponsored by the Council and will include :30 live open and close sponsored messages in each segment, a visual billboard on Facebook Live, 5 mentions each week, ten thirty second live spots specific to the Council and a live interview per month including guest and topic of the Council's choice. 116 commercials, \$2,000.00 per month. Marty Wooldridge made a motion second by Walter Smith to fund Foodie Friday for the months of June, July and August in the amount of \$6,000.00. This will be a reimbursable project upon receipts. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Eric Smith, with Louisiana FFA, presented to the Council the costs for the classroom beef posters. The posters will be distributed to classrooms around Louisiana. The cost of 1,000 posters with shipping and handling will be \$15,000.00. The Council's logo will be printed on all posters. Joey Blanchard made a motion second by Mack Shelton to fund the cost of the posters in the amount of \$15,000.00. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Mary Hansberry with the Hansberry Adult Day Health Care LLC presented a sponsorship request for the Senior Citizen Appreciation Dinner. At this dinner around 250 senior citizens will be served a beef dinner. The LBIC banner will be displayed and promotional/recipe brochures will be provided. Walter Smith made a motion second by Mack Shelton to approve this sponsorship in the amount of \$500.00 out of the state funds. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: no, James LeLeux: no, John Thompson: yes, Joey Blanchard: no,

Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Crystal Ahrens presented a funding request for the Louisiana Association of Extension 4-H Agents Conference (LAE4HA). This conference in August will consist of 4-H agents and member. A part of the conference will educate the attendees on the process of raising cattle and the importance of the quality of beef product. It will provide professional and subject matter development through seminars and a trade show for agents to collect resource material applicable to their parish programs. The LAE4HA is requesting LBIC sponsorship for a meat science seminar session focusing on beef, LBIC trade show booth and beef-based meal for the agents. Joey Blanchard made a motion second by James LeLeux to fund this project for \$2,000.00 and up to \$1,000.00 reimbursable for promotional materials upon receipt. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Next, Crystal Ahrens discussed the Louisiana 4-H Lost (Louisiana Outdoor Science and Technology) Camp. This camp in July is to encourage involvement in science, engineering and technology through multiple outlets. This will bring exposure to food and fiber systems, meat science and connecting the livestock pasture with the meat science plate through food science. This will teach 4-H members about the effects of breeding and genetic, animal welfare and nutrition of beef quality. James LeLeux made a motion second by Dr. Pitre to fund the Louisiana 4-H LOST Camp in the amount of \$3,000.00 in sponsorship and up to \$1,000.00 in reimbursable funds based upon receipts for promotional beef materials. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Jason Holmes, LSU AgCenter, presented a sponsorship funding request to the Council for the LSU AgCenter Northeast Region – Louisiana Master Cattleman Program. This program was developed to help beef cattle and forage producers enhance their production and profitability through a 10 week, educational curriculum-based program. The program annually reaches 10-40 producers in Northeast Louisiana. It will take place in LaSalle parish beginning March 4<sup>th</sup>. The requested amount will cover the incorporation of beef into the weekly menu, dissemination of beef promotion materials to all participants and continued provision of end product and beef quality assurance sessions with additional emphasis/information on beef promotion and nutritional value and benefits of beef. Dr. Pitre made a motion second by Marty Wooldridge to sponsor this event in the amount of \$1,000.00. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Lynn Howard and Andrew Schade with the LSU AgCenter presented a sponsorship request for the LSU Campaign Launch Experience, LSU Foundation, taking place on March 28<sup>th</sup> at the LSU Parade Grounds. This event will involve all campuses across the state. The sponsorship amount would support the purchase of beef and would be a great way to showcase the beef industry. 500-

750 guests will be in attendance. The Council will be recognized as a sponsor and the logo will be displayed on t-shirts and multiple displays. Dr. Pitre made a motion second by Marty Wooldridge to approve the \$2,500.00 sponsorship for the LSU Campaign Launch Experience. A roll call vote was taken. Mack Shelton: pass, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Walter Smith: pass, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Next, Andrew Schade gave a funding request for the sponsorship of the 2019 Ag Magic in April. There are at least 1,000 students that attend the event and it is also open to the public. With this sponsorship, our logo and banner will be displayed as well as a table with promotional/educational beef items. Dr. Pitre made a motion second by Joey Blanchard to approve a \$2,500.00 sponsorship, conditional on edits made to the proposal to make it fit the Council's funding criteria and upon approval from CBB. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Joey Blanchard: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

#### Old Business:

The 2019 grant program was next discussed. A report was given by Kyle Coats with the Louisiana Radio Network. These ads will promote beef and the radio ads run just under 2.5 million times all across Louisiana.

Chef Celeste spoke to the Council about the "Cooking Up Louisiana Treasures" cooking show and received input from the Council on the direction of the shows.

Next discussed was an update on the North American Meat Institute's Beefshi. The Louisiana themed roll was named the "Muffarolletta". The recipe information, nutrition facts and a video can be found on <http://beefshi.com/Muffarolletta>.

#### New Business:

The NCBA Orientation will take place on April 24-25, 2019 in Denver, Colorado. Amelia Kent and Jessica Lange will be in attendance.

The Associated Grocer's Spring trade show will take place May 1, 2019.

John Walther discussed the Attorney General's opinion on the LaMooU attendance list. The Council sought an opinion from the Attorney General's office on any relevance of RS 17:3914 to the Council funding youth-oriented projects and also concerning obtaining youth participants' full names, parish, and pictures of those in attendance for the purpose of future project contracts. Suggestions from their office will be available in a month or so on how to handle this issue in the future.

Stockyard signs were next discussed to display at sale barns in an effort to reach producers. The Council would order 7 brochure stands which include a poster. Joey Blanchard made a motion second by Marty Wooldridge to fund up to \$2,800.00 for the stockyard signs. The motion passed.

The Council looked at two options for the new logo. The Council voted on option number 1 or 2 to replace the old logo with the new one. A roll call vote was taken on option 1 or 2. Mack Shelton: 1, Dr. Pitre: 1, James LeLeux: 1, John Thompson: 1, Joey Blanchard: 1, Marty Wooldridge: 1, Walter Smith: 1, Ed Lopinto: 1, Amelia Kent: abstain. Option 1 will be the new Council logo. Dr. Pitre made a motion second by Marty Wooldridge to replace the old logo with option number 1 as the new logo. The motion passed unanimously.

Discussion took place regarding the Council's website. A sit down meeting will take place between Jeff Marshall and Brandi Monjure to further discuss updating the website. The new website ideas will be discussed at the next Council meeting.

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

Public Comment:

The next meeting of the Council will take place on May 3, 2019 at 8:00 a.m. pending the availability of the Louisiana Department of Agriculture and Forestry conference room in Baton Rouge, LA. After the meeting, we had to reschedule the meeting to May 2, 2019 at 9:00 LFBF at 9516 Airline Hwy. Baton Rouge, LA 70815.

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