

Louisiana Beef Industry Council

Minutes

September 15th, 2023

Members Present: Jeremy Richerson, Nickey Smith, John Thompson, Loyd Dodson, Jarett Daigle, Hannah Hendry and Allen Blanchard

The Council reviewed the minutes from the previous meeting. Jarett Daigle made a motion, seconded by Allen Blanchard to approve the September 15th, 2023 meeting minutes. The motion passed unanimously.

Financial Report:

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

Funding Requests:

Rusty Bailes, Vernon Parish Cattlemen's Association, gave the Council a report on the last Vernon Parish Youth Ag and Senior Citizen Day. He presented a funding request to the Council for the October 4th, 2023 Youth Ag and Senior Citizen Day. The Youth Ag Day has around 225-250 students in 11th and 12th grade from Vernon Parish Schools, FFA, 4-H members, beef producers, career counsels, members of the media and community leaders attend this event. The Vernon Parish Senior Citizen Day has an attendance of 350-400 senior citizens, community leaders and media. Funds for these events are used for red meat promotion. LBIC banners are displayed throughout each event. Nickey Smith made a motion, seconded by Jeremy Richerson to approve this funding request for the amount of \$2,600.00. A roll call vote was taken. John Thompson abstain; Jarett Daigle, yes; Allen Blanchard, yes; Hannah Hendry, yes; Loyd Dodson, yes; Nickey Smith, yes and Jeremy Richerson, yes. The motion passes.

Chris Brooks gave a report on 2023 Summer Restaurant Week. During restaurant week we saw over 380,000 page visits to EatBR.com. 40,000 of those people used open table to make dinner reservations. Beef was featured on Restaurant Week menus at participating restaurants. Their goal was to put red meat at the forefront of every advertising medium, both in-house and out-of-house, while fostering a strong sense of support and participation from local restaurants. Title sponsorship includes the logo on billboards, social media marketing, print ads, digital marketing, billboards, television and beef as a featured item on menus. He next presented a funding request for the sponsorship of 2024 Restaurant Weeks, Eat BR and Dig Magazine. A motion was made by Jarett Daigle, seconded by Hannah Hendry to approve the January 29th – February 3rd, 2024 Restaurant Week as a title sponsor for the amount of \$7,500.00. A roll call vote was taken. John

Thompson abstain; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Hannah Hendry, yes; Nickey Smith, yes; and Jeremy Richerson, yes. The motion passes.

Jared Wilson and Brian Haldane, Guaranty Media, presented a funding request for the sponsorship of “Foodie Friday”. Every Friday, Brian Haldane invites a local chef to do a live cooking segment in studio. The segment is meant to be not only about the preparation of that day’s specific dish but is also meant to be instructive to the home cook for technique, equipment, wine pairings, and everything that goes into quality meal preparation. The segment is also sent to Facebook Live so the audience can share with their cohorts and review the information later. Product placement and logos are encouraged for maximum visibility. The Friday Foodie Sponsorship Includes: :30 Live open and close sponsor message in each Friday Foodie Segment as well as visual “billboard” on Facebook Live and on talk1073.com, Five (5) sponsor mentions each week as a part of promoting the segment. Two (2) :60 second live read spots with Brian Haldane specific to the sponsor business per week. This will take place Memorial Day – December 2024. Allen Blanchard made a motion, seconded by Jeremy Richerson to approve this sponsorship funding request for the amount of \$6,000.00. A roll call vote was taken. John Thompson abstain; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Hannah Hendry, yes; Nickey Smith, yes; and Jeremy Richerson, yes. The motion passes.

Ashley Hughes, Hughes Consulting Group, gave the Council a report on the activities of the Council’s social media over the last six months. May was declared as Louisiana Beef Month through Governor proclamation. A press release was sent out to 14 Louisiana media entities. The main strategy is to have consumer-focused content and drive traffic to BeefItsWhatsForDinner.com, increase education on red meat through content, provide recipes and educational information. The LBIC logo is featured on all content. She presented a funding request to continue her contract with the Council for another six months this would also include a revamp of the Council website. This contract will run through October 1, 2023 – March 31, 2024. Loyd Dodson made a motion, seconded by Nickey Smith to renew this contract for the amount of \$12,000.00. A roll call vote was taken. John Thompson abstain; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Hannah Hendry, yes; Nickey Smith, yes; and Jeremy Richerson, yes. The motion passes.

Next, the Council discussed the upcoming Ag Expo. The Expo will take place on January 12-13, 2024 at the Ike Hamilton Expo Center in West Monroe. The Council discussed the possibility of a shared booth with LCA. Sponsorship amounts were discussed. Allen Blanchard made a motion, seconded by Jarett Daigle to fund this sponsorship for an up to amount of \$1,200.00 for a corporate sponsorship sharing a booth with LCA. A roll call vote was taken. John Thompson abstain; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Hannah Hendry, yes; Nickey Smith, yes; and Jeremy Richerson, yes. The motion passes. It was agreed upon to table any further discussion regarding booth details and name recognition to the next Council meeting.

Old Business:

The Council discussed the 2023 Fall Associated Grocers Show that took place on September 12-13, 2023 at the Lamar Dixon Expo Center in Gonzales, LA. The cookout and the trade show went well and had great participation. John Thompson would like to send a thank you letter to Mike Bove for the donation of the meat that was cooked Tuesday night. The Council agreed.

Jarett Daigle gave the Council a final report on the LA MOOU event that took place on July 28-30, 2023 at McNeese University. 30 students were involved in repro introduction, nutrition, vaccination demonstration, BQA process explanations, low-stress cow handling, necropsy, meat cutting lessons and a cooking contest.

John Thompson showed the Council an award that was received from Louisiana 4-H thanking the Council for their longtime involvement.

New Business:

The Council next discussed renewing the membership of the Federation of State Beef Councils for the amount of \$17,000.00. The full amount will go towards the Southeastern States Campaigns. Jarett Daigle made a motion, seconded by Loyd Dodson. A roll call vote was taken. John Thompson abstain; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Hannah Hendry, yes; Nickey Smith, yes; and Jeremy Richerson, yes. The motion passes.

The Council discussed the being involved in the upcoming Beef Aficionados platform. This platform will feature a state map on our NCBA contact page that will feature the State Beef Councils and allow users the chance to connect with State Reps. Nickey Smith made a motion, seconded by Jarett Daigle to participate in this website.

Election of Officers:

Allen Blanchard made a motion, seconded by Jarett Daigle to re-nominate the current officers. John Thompson as Chairman, Loyd Dodson as Secretary and Vandal Fairchild as Vice-Chairman. The motion passed unanimously.

Next, John Thompson gave a report on the activities of the CBB.

Other Business:

Madison Plaisance, Louisiana Farm Bureau, was introduced to the Council as the new staff person in the Commodity Department. One of her commodity responsibilities is livestock.

Public Comment:

Dylan, LDAF, gave an update to the Council.

The next meeting of the Council will take place on Friday, November 3rd, 2023 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Nickey Smith made a motion, seconded by Loyd Dodson to adjourn the meeting. The motion passed unanimously.