

Louisiana Beef Industry Council
Minutes
March 10th, 2023

Members Present: Allen Blanchard, Amelia Kent, John Thompson, Vendal Fairchild, and Jarett Daigle

The Council reviewed the minutes from the previous meeting. Vendal Fairchild made a motion, seconded by Jarett Daigle to approve the March 10, 2023 meeting minutes. 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 approve the financials. The motion passed unanimously.

The meeting agenda was amended to include the Women in Agriculture funding request from Danielle Vail to other business on the agenda.

Funding Requests:

Jeff Howard and Kay Lewis, Louisiana Hereford Association, presented a funding request for the Louisiana Hereford Association pre-sale meeting. Vendal Fairchild made a motion, seconded by Allen Blanchard, to supply up to \$500.00 in promotional materials for this project. A roll call vote was taken. John Thompson abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Amelia Kent, yes. The motion passes.

Raquel Manuel, Louisiana FFA, presented the funding request for the 2023-2024 FFA projects. This funding will support the National FFA Meats Evaluation and Technology CDE, State CDE Sponsorship and the 2024 annual FFA Convention. The Council agreed to funding this request for the amount of \$13,000.00. \$8,000.00 will be reimbursable (\$5,000.00 will go to the National Competition Stipend in October of 2023 and \$3,000.00 will go to the CDE Sponsorship in the Spring of 2024) and \$5,000.00 sponsorship funding for the annual convention in June of 2024. Amelia Kent made a motion, seconded by Vendal Fairchild to approve this funding request. A roll call vote was taken. John Thompson abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Amelia Kent, yes. The motion passes.

Old Business:

Shea Simon, Louisiana Cattleman's Association, presented a final report of the LCA Cattlemen's Kitchen at the State Fair and the Ag Expo. The State Fair drew in over 400,000 and Ag Expo over 2,000 attendees. The Council logo was displayed at each event and beef was promoted.

The Associated Grocer's Spring Show will take place on April 25-26th, 2023 at the Lamar Dixon Expo Center in Gonzales, LA.

New Business:

Ashley Hughes, Ashley Hughes Consulting, presented a funding requesting to the Council. She would provide the Council with a promotional campaign that would include a strategic marketing and communications plan promoting beef and cattle production. This will be a six-month strategic marketing and communications plan, social media account creation and management (Facebook and Instagram), content development and posting (3-4 original posts per week), Facebook advertising to boost content exposure, manage all social media engagement and develop and distribute two press releases. This will be considered an internal project. Amelia Kent made a motion, seconded by Vendal Fairchild to approve this promotional campaign for the amount of \$6,000.00 (\$1,000.00/month) for a period of six months starting April 1st, 2023 – September 30th, 2023. A roll call vote was taken. John Thompson abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Amelia Kent, yes. The motion passes.

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

Other Business:

The Council reviewed the funding request for sponsorship of the Louisiana Women in Agriculture Conference. This event will take place on April 13-14, 2023 in Alexandria, LA. A motion was made by Allen Blanchard and seconded by Amelia Kent to fund this sponsorship request for the amount of \$1,350.00. A roll call vote was taken. John Thompson abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Amelia Kent, yes. The motion passes.

Public Comment:

Comments from the Louisiana Department of Ag and Forestry were given on the activities of the Department and on the Livestock Brand Commission.

The next meeting of the Council will take place on Friday, May 12th, 2023 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Allen Blanchard made a motion, seconded by Vendal Fairchild to adjourn the meeting. The motion passed unanimously.