

Louisiana Beef Industry Council  
Minutes  
May 12, 2023

Members Present: Jeremy Richerson, Nickey Smith, John Thompson, Loyd Dodson, Vandal Fairchild, Jarett Daigle, Amelia Kent, Allen Blanchard and Peggy Perkins

A motion was made to ratify all approved projects from the March 10, 2023 meeting. The motion passed unanimously.

Amelia Kent made a motion, seconded by Nickey Smith to add executive session to the agenda after any public comment.

The Council reviewed the minutes from the previous meeting. Vandal 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. Loyd Dodson made a motion, seconded by Jeremy Richerson to approve the financials. The motion passed unanimously.

Funding Requests:

Kyle Coats, Louisiana Radio Network, presented the 2024 radio promotion campaign. The Certified Louisiana campaign will include the following: 51 Network affiliate radio stations, three full weeks total and one partial week on the Louisiana Radio Network. Two full weeks leading up to Memorial Day. One full week, and one partial week, leading up to Independence Day. (12) paid :30 second commercials weeks 1-3, (4) paid commercials in week four. 4 free bonus spots on all 51 stations. 44 total network commercials. 2,244 total commercials (44 network spots x 51 individual affiliate stations = 2,244). Commercials will air Monday-Friday, 6am-7pm, and Saturday 6am-12pm. The remainder of the campaign will include: 51 Network affiliate radio stations. Two and a half weeks total on the Louisiana Radio Network. One partial week leading up to Independence Day. Two full weeks leading up to Labor Day. (8) paid :30 second commercials week one, (12) paid commercials in weeks 2-3. 2 free bonus spots on all 51 stations. 34 total network commercials. 1,734 total commercials (34 network spots x 51 individual affiliate stations = 1,734). Commercials will air Monday-Friday, 6am-7pm, and Saturday 6am-12pm. Tiger Rag Radio 21-week sponsorship of the Tiger Rag Radio Show and the SEC Round Up. 21 weeks beginning in July would run the campaign through the entire 2024 football season and conclude in mid-December. At the top of each hour (2 per show), we would mention that the show is sponsored by the “Louisiana Beef Industry Council, eat beef, its what’s for dinner”. Introduction of the SEC Round Up as being sponsored by the “Louisiana Beef Industry Council, eat certified Louisiana beef, its what’s for dinner”. Two (2) :30 second

commercials in all Tiger Rag Radio shows. These campaigns will also include outdoor digital billboards. 3 weeks leading up to Memorial Day, Independence Day, and Labor Day, 9 weeks total. Billboard message rotates on up to 30 statewide billboards. Message displays an average of (400) times daily, and a maximum of (500) times daily. The promotional campaign will use \$12,500.00 from the Certified Louisiana grant and \$14,400.00 for the remainder of the campaign. Amelia Kent made a motion, seconded by Vendal Fairchild to approve \$26,900.00 for the campaign. A roll call vote was taken. John Thompson abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Amelia Kent, yes; Peggy Perkins, yes; Loyd Dodson, yes; Nickey Smith, yes and Jeremy Richerson, yes. The motion passes.

Nickey Smith presented the funding request for the sponsorship of the Washington Parish Free Fair in Franklinton, LA on October 18-22, 2023. The Fair averages 10,000 attendees per day. A table is set up in the barn and Council promotional items and brochures are given out. Vendal Fairchild made a motion, seconded by Jarett Daigle to approve this funding request for the amount of \$2,000.00. A roll call vote was taken. John Thompson abstain; Vendal Fairchild, abstain; Jarett Daigle, yes; Allen Blanchard, yes; Loyd Dodson, yes; Amelia Kent, yes; Nickey Smith, abstain; Peggy Perkins, yes and Jeremy Richerson, yes. The motion passes.

Hannah Devall, LSU AgCenter 4-H, gave a report on the 4-H University Meats Judging Contest, LAE4-HYDP, LOST Camp, National 4-H Meats Judging Contest, BBQ Beef Ambassador Commodity Contest, Louisiana 4-H Food Challenge, Ag Magic, Beef Poster Contest, Grilling Workshops and Livestock Ambassadors Teen Members which includes a BQA workshop. She next presented a funding request for the 2023-2024 4-H events. Louisiana 4-H is seeking an annual funding sponsorship of \$19,750 to fund the annual LBIC sponsored events of LOST Camp, the beef poster contest, 4-H University meat judging contest, Louisiana winning team attending national meat judging competition, AgMagic Baton Rouge, Beef BBQ Commodity Ambassador Contest, Southern Region Biennial professional development conference, and LAE4-HA professional development conference. In addition to ongoing programs, we are working to expand our Beef BBQ contest and Grilling Workshops. We are seeking to expand our relationship with LBIC, which will increase program development related to our science, engineering, and technology, healthy living, and citizenship national 4-H mandates. The expanded sponsorship would fund the Louisiana 4-H Livestock Ambassadors which is a group of teens from across the state who have applied and been selected to serve as advocates of Louisiana livestock industry and undergo collegiate level training in order to serve their state and the livestock industry. Additionally, we are seeking funding to create agent professional development opportunities due to less than 1/5 of LSU AgCenter 4-H agents come from a traditional agriculture background (Fox, Sasser, & Arcemont, 2013). Exposing 4-H agents to the benefit of Louisiana beef and the meat industries will increase awareness of career and educational opportunities in the area of meat science through 4-H. Nickey Smith made a motion, seconded by Vendal Fairchild to approve this funding request for the amount of \$15,000.00. A roll call vote was taken. John Thompson abstain; Loyd Dodson, yes; Vendal Fairchild, yes; Jarett Daigle, yes; Allen Blanchard, yes; Nickey Smith, yes; Amelia Kent, yes; Peggy Perkins, yes and Jeremy Richerson, yes. The motion passes.

Shae Simon, LCA, presented a funding request for the following 2023/2024 events. FFA Capitol Day (LCA \$250.00), 2024 Louisiana Ag Expo (\$750.00 LCA), LA MOOU (Louisiana Junior Cattlemen's Association \$3,000.00), and the Cattlemen's Kitchen at the State Fair (LCA Foundation \$10,000.00). Nickey Smith made a motion, seconded by Amelia Kent to approve this funding request for a total amount of \$14,000.00. A roll call vote was taken. John Thompson, abstain; Loyd Dodson, yes; Vendal Fairchild, abstain; Nickey Smith, yes; Jarett Daigle, abstain; Allen Blanchard, abstain; Amelia Kent, yes; Peggy Perkins, yes and Jeremy Richerson, yes. The motion passes.

Next, a funding request was reviewed by the Council for the sponsorship of "This Week in Louisiana Agriculture". This sponsorship includes 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 116,000 viewers each week. Sponsorship for the 2023/2024 broadcast year is \$5,000. 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). During the 2022 broadcast year beef was featured six times. Jarett Daigle made a motion, seconded by Vendal Fairchild to approve this funding request for a total amount of \$5,000.00. A roll call vote was taken. John Thompson, abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Nickey Smith, yes; Allen Blanchard, yes; Amelia Kent, abstain; Peggy Perkins, yes; Loyd Dodson, abstain and Jeremy Richerson, yes. The motion passes.

Dr. Ashley Edwards, presented a sponsorship request for the Louisiana County Agricultural Agents Association (LCAAA) annual meeting June 4-7, 2023 in Gonzales, LA. The Louisiana County Agricultural Agents Association (LCAAA) is a professional development association made up of Parish Extension Agents and Specialists that serve the public across Louisiana's 64 parishes. This conference allows members to learn about current topics and issues facing agriculture. Idea sharing and fellowship across the many segments of the agriculture community are also a key component of the AM/PIC. The sponsorship will help sustain the mission of the LCAAA by allowing us to host a quality educational conference and to showcase Ascension Parish and the surrounding area to other agricultural agents. All sponsorships will be acknowledged and highlighted throughout the event. Nickey Smith made a motion, seconded by Vendal Fairchild for the amount of \$1,000.00. A roll call vote was taken. John Thompson, abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Nickey Smith, yes; Allen Blanchard, yes; Amelia Kent, yes; Peggy Perkins, yes; Loyd Dodson, yes and Jeremy Richerson, yes. The motion passes.

Next, Dr. Ashley Edwards, presented an update on the Master Cattlemen classes held and gave a funding request for the 2023/2024 Master Cattlemen Program. Five classes will take place at \$750.00 per class. Nickey Smith made a motion, seconded by Jarett Daigle for the reimbursable

amount of \$3,750.00. A roll call vote was taken. John Thompson, abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Nickey Smith, yes; Allen Blanchard, yes; Amelia Kent, yes; Peggy Perkins, yes; Loyd Dodson, yes and Jeremy Richerson, yes. The motion passes.

#### Old Business:

Katie Chopin gave the Council a report on the 2023 Beast Feast that took place on Saturday, April 29, 2023 on the campus of Centenary College. Over 550 guests were in attendance and 19 signature chefs/cook teams participated in preparing unique culinary samplings for attendees. Guests were primarily from the Northwest Louisiana area but some traveled from Arkansas, East Texas, and South Louisiana. The LBIC logo was shown as a Gold level sponsor on our 2023 LBIC banner at the event. The banner was also featured in Beast Feast email blasts and social media posts leading up to the event.

Vendal Fairchild made a motion, seconded by Nickey Smith to amend the agenda to accept the funding request for the 2024 Beast Feast.

Amelia Kent made a motion, seconded by Nickey Smith to approve 2024 Beast Feast funding for the amount of \$5,000.00. A roll call vote was taken. John Thompson, abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Nickey Smith, yes; Allen Blanchard, yes; Amelia Kent, yes; Peggy Perkins, yes; Loyd Dodson, yes and Jeremy Richerson, yes. The motion passes.

Next, the Council discussed the Spring Associated Grocers cookout and trade show that took place on April 25-26, 2023 at the Lamar Dixon Expo Center in Gonzales. The turnout was excellent. Associated Grocer's donated cases of meat to the Council to prepare at the cookout event. John Thompson suggested that the Council send a thank you letter to Mike Bove thanking him for the cases of meat that were donated. The Council agreed.

#### New Business:

The Council next discussed the budget. Vendal Fairchild made a motion, seconded by Jarett Daigle to approve the budget. A roll call vote was taken. John Thompson, abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Nickey Smith, yes; Allen Blanchard, yes; Amelia Kent, yes; Peggy Perkins, yes; Loyd Dodson, yes and Jeremy Richerson, yes. The motion passes.

Amelia Kent made a motion, seconded by Nickey Smith to have the budget reflect the increase in administrative and accounting contracts. A roll call vote was taken. John Thompson, abstain; Vendal Fairchild, yes; Jarett Daigle, yes; Nickey Smith, yes; Allen Blanchard, yes; Amelia Kent, yes; Peggy Perkins, yes; Loyd Dodson, yes and Jeremy Richerson, yes. The motion passes.

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

Other Business:

Amelia Kent gave an update on the Council's new social media pages on Facebook and Instagram.

Public Comment:

Dave Foster spoke to the Council about federal inspections.

Amelia Kent discussed the term limit schedules. She announced that she will term off of the Council in August 2023.

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

Vendal Fairchild made a motion, seconded by Jarett Daigle to go into executive session for a security discussion. The motion passed unanimously.

Vendal Fairchild made a motion, seconded by Jarett Daigle to come out of executive session and return to the regular session of the Council meeting.

The next meeting of the Council will take place on Friday, September 15<sup>th</sup>, 2023 at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Vendal Fairchild made a motion, seconded by Jarret Daigle to adjourn the meeting. The motion passed unanimously.