

Louisiana Beef Industry Council  
Minutes  
May 17<sup>th</sup>, 2024

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

The Council reviewed the minutes from the previous meeting on March 1, 2024. Vandal Fairchild made a motion, seconded by Jarett Daigle to approve the minutes. The motion passed unanimously.

Financial Report:

Peter Barrios presented the financial report to the Council. Vandal Fairchild made a motion, seconded by Jarett Daigle to approve the financials. The motion passed unanimously.

Amy McInnis reported to the Council that there are some new resolutions that the Council needs to adopt. The Council agreed to adopt the following resolutions: Petition for Declaratory Orders, Petitions for Rulemaking Changes, Proposed Rule for Open Meetings.

Loyd Dodson made a motion, seconded by Jarett Daigle to approve the resolution for petition for declaratory order. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Vandal Fairchild; yes, Jarett Daigle; yes, Nickey Smith; yes, and John Thompson; yes.

Jarett Daigle made a motion, seconded by Loyd Dodson to approve the resolution for proposed rule for open meetings. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Vandal Fairchild; yes, Nickey Smith; yes, Jarett Daigle; yes, and John Thompson; yes.

Jarett Daigle made a motion, seconded by Nickey Smith to approve the resolution for petitions for rulemaking changes. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Nickey Smith; yes, Vandal Fairchild; yes, Jarett Daigle; yes, and John Thompson; yes.

### Funding Requests:

Cade LeJeune, Louisiana FFA, presented a funding request on the 2024-2025 FFA projects. This funding will support the National FFA Meats Evaluation and Technology CDE (\$3,000.00 reimbursable funding), State CDE Sponsorship (\$5,000.000 reimbursable funding) and the June 2024 Annual FFA Convention (\$5,000.00 immediate funding). Vendal Fairchild made a motion, seconded by Nickey Smith to approve the funding requests for a total amount of \$13,000.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Vendal Fairchild; yes, Jarett Daigle; yes, Nickey Smith; yes, and John Thompson; abstain.

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 \$5,000.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Nickey Smith; yes, Allen Blanchard; yes, Vendal Fairchild; yes, Jarett Daigle; yes, and John Thompson; abstain.

Kyle Coats, Louisiana Radio Network, this sponsorship will include Radio advertisements, State-wide Billboards, Tiger Rag Radio. Vendal Fairchild made a motion, seconded by Allen Blanchard to approve the Louisiana Radio Network sponsorship for the amount of \$15,000.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Vendal Fairchild; yes, Jarett Daigle; yes, Nickey Smith; yes, and John Thompson; abstain.

Nickey Smith, presented on the 2024 Washington Parish Fair. Hannah Hendry made a motion, seconded by Jarett Daigle to approve this sponsorship for the amount of \$2,000.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Vendal Fairchild; yes, Jarett Daigle; yes, Nickey Smith; abstain and John Thompson; abstain.

Mark Carriere, LSU AgCenter, presented a sponsorship request to the Council for the Louisiana County Agriculture Agents Association. The Annual Meeting and Professional Improvement Conference (AM/PIC) to be held June 2-5, 2023, in Natchitoches. This year's program will be taking place in Natchitoches Parish. Portions of the program will include tours of a sawmill, vegetable farm, and beef cattle operation. Mr. Jim Crandall of C6 Farms is one of the guest speakers. He will discuss adaptations he made with his commercial beef cattle operation going from primarily grass-finished to incorporating rations when drought inhibited production goals. His farm also raises sheep, hogs, and chickens, so he will explain management of a multi-species operation, selling products direct to consumers, and marketing strategies. There will be a presentation and discussion of grass-finished versus grain-finished beef. This will include defining the various terms associated with marketing beef, how to educate consumers on these terms, and what management differences producers may face when finishing cattle on either diet. Nickey Smith made a motion, seconded by Jarett Daigle to approve this sponsorship for the amount of \$500.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Vendal Fairchild; yes, Jarett Daigle; yes, and John Thompson; abstain.

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 (\$500.00), LAE4-HYDP Annual Conference Sponsorship (\$2,000.00), National 4-H Meats Contest Sponsorship (\$4,000.00), AgMagic (\$2,500.00), Beef Poster (\$2,500.00), Beef Poster (\$2,000.00), Grilling Workshops (\$2,500.00), Louisiana 4-H Livestock Ambassadors, Teen Members (\$1,500.00). Jarett Daigle made a motion, seconded by Vendal Fairchild to approve these projects including promotional items for a total reimbursable amount of \$15,000.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Vendal Fairchild; yes, Jarett Daigle; yes, and John Thompson; abstain.

Hannah Devall presented the funding request for Master Cattlemen. Allen Blanchard made a motion, seconded by Loyd Dodson to approve this project for the reimbursable amount of \$3,750.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; yes, Vendal Fairchild; yes, Jarett Daigle; yes, and John Thompson; abstain.

Shae Simon, LCA, presented the funding requests for 2024-2025. Louisiana Cattlemen's Kitchen (\$8,000.00), FFA Capitol Day (\$250.00), LCA-Ag Expo (\$750.00), LJCA La Moo University (2,500.00). Nickey Smith made a motion, seconded by Hannah Hendry to approve these funding requests for a total sponsorship amount of \$11,500.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; abstain, Jarett Daigle; abstain, and John Thompson; abstain.

Avery Davidson, TWILA, presented a 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). Vendal Fairchild made a motion, seconded by Nickey Smith to approve this sponsorship in the amount of \$4,000.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; abstain, Jarett Daigle; abstain, and John Thompson; abstain.

Lee McKinzie, Centenary College, presented a sponsorship request for 2025 Beast Feast. This event will take place on Saturday, April 26, 2025, 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. Beast Feast 2024 drew more than 600 guests and 19 cook teams in its seventh year. They anticipate continued growth for Beast Feast 2025 with an increase in both guests and cook teams, especially as it will be Centenary's Bicentennial. 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 \$2,250.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; abstain, Jarett Daigle; abstain, and John Thompson; abstain.

Ashley Hughes, Ashley Hughes Consulting, presented her contract renewal. This will cover website maintenance, 2-3 posts a week on social media and

Vendal Fairchild made a motion, seconded by Loyd Dodson to renew the contract for the amount of \$12,000.00. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; abstain, Jarett Daigle; abstain, and John Thompson; abstain.

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

Vendal Fairchild made a motion, seconded by Jarett Daigle to fund the Southeast States Campaign for the amount of \$15,000.00 and \$2,000.00 towards General Federation Relations for a total of \$17,000.00 to go towards the Federation of State Beef Councils seat. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; abstain, Jarett Daigle; abstain, and John Thompson; abstain.

Skyler Lenz presented on the Southeast States 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).

#### Old Business:

The Associated Grocer's Spring Show took place on April 23-24<sup>th</sup>, 2024 at the Lamar Dixon Expo Center in Gonzales, LA. The Fall Show will take place on September 10<sup>th</sup>-11<sup>th</sup>, 2024.

#### New Business:

The Council agreed to renew the administrative and accounting contracts for 2024-2025. Vendal Fairchild made a motion, seconded by Jarett Daigle to renew both contracts. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; abstain, Vendal Fairchild; abstain, Jarett Daigle; abstain, and John Thompson; abstain.

The Council reviewed the budget for 2024-2025. Vandal Fairchild made a motion, seconded by Jarett Daigle to approve the budget. A roll call vote was taken. Hannah Hendry; yes, Loyd Dodson; yes, Allen Blanchard; abstain, Vandal Fairchild; abstain, Jarett Daigle; abstain, and John Thompson; abstain.

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

Other Business:

There was no other business.

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.

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

The next meeting of the Council will take place on Friday, August 2<sup>nd</sup>, 2024, at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Vandal Fairchild made a motion, seconded by Jarett Daigle to adjourn the meeting. The motion passed unanimously.