

Louisiana Beef Industry Council
Minutes
August 9, 2019

The meeting was called to order by Chairman Amelia Kent.

Members Present: Dr. Sheila Pitre, James LeLeux, Walter Smith, Ed Lopinto, Mack Shelton, Marty Wooldridge, John Thompson and Amelia Kent

Members Absent: Joey Blanchard

The Council reviewed the minutes of the previous meeting. A correction needed to be made to show James Leleux's vote for the North Louisiana Agri-Business Conference to a vote of yes rather than abstain. Discussion took place to amend a sentence in the minutes of the previous meeting. The motion previously stated, "Marty Wooldridge made a motion, second by Walter Smith to amend the agenda to include the LCA proposals to the agenda." This sentence needs to conclude by saying "because they were not received two weeks in advance." John Thompson made a motion, second by Marty Wooldridge to approve the minutes of the May 2, 2019 meeting as amended. The motion passed unanimously.

The Council reviewed the financial reports presented by Peter Barrios. Peter Barrios mentioned potentially inviting the auditor to the next meeting to explain the audit. Peter got in touch with Chase bank to get an eleven-month CD with a rate of around 1.5%. Jessica Lange will send out meeting agendas, financial statements and project proposals two weeks prior to the meeting. John Thompson made a motion, second by Marty Wooldridge to approve the financial report. The motion passed unanimously.

Funding Requests:

Mr. Walter Smith presented a sponsorship request for the Washington Parish Free Fair in the amount of \$1,500.00. This will take place on October 16-19, 2019 and around 100,000 people attend the fair. This will go towards a meal and a booth with promotional items. Marty Wooldridge made a motion, second by John Thompson to approve this funding request. A roll call vote was taken. Marty Wooldridge: yes, Dr. Pitre: yes, James Leleux: yes, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: abstain. The motion passed.

Mrs. Amanda Martin, LSU AgCenter, presented a funding request for the Bash on the Bayou event. This event will take place on September 14, 2019 on LSU campus. This event focuses on agriculture production and over 500 attendees expected to attend. This funding request will include the food for the booth and the promotional items. Dr. Sheila Pitre made a motion, second by James Leleux to approve this sponsorship in the amount of \$1,000.00. A roll call vote was taken. Marty Wooldridge: yes, Dr. Pitre: yes, James Leleux: yes, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: yes. The motion passed.

Next, Mr. Neal McArthur presented a funding request for the 2019 Louisiana Tech Ag Day taking place on October 12, 2019. This event's goal is to promote agriculture throughout the state. This sponsorship would include radio advertisements pre-game and throughout the game,

sponsor recognition before and during the game and a tailgate competition featuring beef. Marty Wooldridge made a motion, second by Dr. Shelia Pitre to approve this sponsorship in the amount of \$7,500.00. A roll call vote was taken. Marty Wooldridge: yes, Dr. Pitre: yes, James Leleux: yes, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: yes. The motion passed.

Mr. Rusty Bailes, Vernon Parish Cattlemen Association, gave a funding request for the 2019 Vernon Parish Cattlemen Youth Ag Day and Senior Citizen Day on October 2-6, 2019. The focus of this event is education on the industry. Walter Smith made a motion second by Dr. Shelia Pitre to approve this funding request in the amount of \$2,100.00. A roll call vote was taken. Marty Wooldridge: yes, Dr. Pitre: yes, James Leleux: yes, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: yes. The motion passed.

Mr. Heath Lucas, Ag Teacher, Grant High School presented a sponsorship request to the Council for the National Agriscience Fair Competition that will take place on October 30, 2019 - November 2, 2019. The title of the national competition this year will be "The Effects of Feed Type on Beef Quality Grades and Consumer Preference." James Leleux made a motion, second by Mack Shelton to sponsor the National Agriscience Fair Competition in Indianapolis in the amount of \$2,000.00. A roll call vote was taken. Marty Wooldridge: yes, Dr. Pitre: yes, James Leleux: yes, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: yes. The motion passed.

Mr. Dale Cambre, LCA, presented a request for the sponsorship of the 2019 State Fair of Louisiana October 24, 2019 – November 2, 2019. The events main goal is to put the best beef products out to the public so that the consumers will continue to recognize beef as their primary source of protein. Signage and banners will be displayed throughout the State Fair. The purpose of this will be to build the demand for beef and educate the public through the advertising of beef. The average attendance of this event is 400,000 people. Marty Wooldridge made a motion, second by Ed Lopinto to fund \$7,500.00 to sponsor this event. A roll call vote was taken. Marty Wooldridge: yes, Dr. Pitre: yes, James Leleux: abstain, Mack Shelton: yes, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: yes. The motion passed.

Mr. Don Gohmert, Rapides Parish Cattlemen's Association, presented a sponsorship request in which Dr. Temple Grandin will make an appearance to speak to cattle producers across the state at the Rapides Parish Library on July 17, 2020. Dr. Grandin will be discussing cattle behavior, stress management, reducing injury and beef quality assurance. Dr. Shelia Pitre made a motion, second by Marty Wooldridge to fund \$7,500.00 to sponsor the Dr. Grandin speaking engagement at the Rapides Parish Library. A roll call vote was taken. Marty Wooldridge: yes, Dr. Pitre: yes, James Leleux: abstain, Mack Shelton: abstain, Ed Lopinto: yes, John Thompson: yes, Amelia Kent: abstain, Walter Smith: abstain. Amelia Kent changed her vote to yes. The motion passed.

Mr. Jason Holmes, LSU AgCenter, presented a sponsorship request for the Stockmanship and Stewardship Program that will take place on October 4-5, 2019 at the Ike Hamilton Expo Center in West Monroe. This event will have around 100 attendees. Beef industry's top-most experts from around the country will be presenting how to implement sound Stockmanship and

Stewardship practices in the cattle operation and the added value of doing so. There will be live cattle handling demonstrations, hands-on training, and exposure to the industry's newest information. Marty Wooldridge made a motion, second by John Thompson that the Council purchase up to \$500.00 in promotional items and \$3,500.00 to sponsor this event. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Mr. Stan Dutile, LSU AgCenter, presented a funding request to the Council for the Regional Master Cattlemen Program. This program would rotate in all of the AgCenter regions of Louisiana. There would be 5-7 classes per year, for 10 3-hour sessions with a beef meal and promotional materials included for each class. These classes focus on topics such as animal handling, research, nutrition, consumer perceptions of beef, beef product, end-product and beef quality assurance. Marty Wooldridge made a motion, second by Walter Smith to approve this funding request for the Regional Master Cattlemen Program. \$50.00 for each participant paid upon invoice from Dr. Guidry at the Southwest Station AgCenter showing how many participants attended per class for an up to amount \$10,000.00 for the fiscal year ending June 30, 2020. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

Old Business:

The Fall Associated Grocer's Show will take place on September 24-September 25, 2019 at the Lamar Dixon Expo Center in Gonzales, LA. Dr. Shelia Pitre made a motion, second by Walter Smith to fund the beef and cooking items at an up to \$2,000.00 reimbursable amount for the 2019 Fall Associated Grocers Show. The motion passed.

Next, Mr. John Walther gave the Council an update on the Attorney General's opinion request regarding the LAMOOU participant list. Marty Wooldridge made a motion, second by Walter Smith to withdraw the request of the Attorney General. The motion passed.

John Thompson made a motion, second by Marty Wooldridge to add the National 4-H Meat ID and Judging Contest trip to the agenda. Mr. Stan Dutile presented a funding request to the Council for \$1,000.00 sponsorship of the National 4-H Meat ID and Judging Contest. This event will take place on October 12-18, 2019 at Kansas State University. Walter Smith made a motion, second by Marty Wooldridge to approve \$1,000.00 to sponsor the National 4-H Meat ID and Judging Contest. A roll call vote was taken. Mack Shelton: yes, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: abstain. The motion passed.

New Business:

Dr. Guillermo Scaglia, LSU AgCenter, informed the Council of the upcoming Advanced Master Cattlemen Program.

The Southern States CBB Agreement discussed. Walter Smith made a motion, second by Dr. Shelia Pitre to approve Louisiana to remain a part of the Southern States CBB Agreement.

Next discussed, the renewal of membership in the Federation of State Beef Councils. Walter Smith made a motion, second by Marty Wooldridge to fund \$5,000.00 to continue the Council's membership in the Federation of State Beef Councils. A roll call vote was taken. Mack Shelton: no, Dr. Pitre: yes, James LeLeux: yes, John Thompson: yes, Marty Wooldridge: yes, Walter Smith: yes, Ed Lopinto: yes, Amelia Kent: yes. The motion passed.

The Council discussed the renewal of Jessica Lange's administrative contract. Marty Wooldridge made a motion, second by Walter Smith to renew this contract for \$12,000.00. The motion passed.

Marty Wooldridge made a motion second by Walter Smith to keep the same officers. The motion passed.

The application for the Louisiana Department of Ag Grant Program FY 2019-2020 is due on October 31, 2019. The Council decided to apply for the \$30,000.00 grant to go towards the 2020 Louisiana Radio Network advertisement campaign.

John Thompson gave a report on the activities of the CBB and the Summer Business Meeting.

Walter Smith made a motion, second by Dr. Shelia Pitre for John Thompson to remain the Federation representative for Louisiana. The motion passed.

Other Business:

Council member volunteers will set up the booth for the 2019 Fall Associated Grocer's Show.

The Council decided to ask the Commissioner to do the August radio interview with Guaranty Media.

Discussion took place regarding the election cycle of members. Marty Wooldridge and James Leleux's terms expire on August 2019. James Leleux will remain and Marty Wooldridge will be stepping aside. Loyd Dodson will replace Marty's seat on the Council.

The Council decided to continue the advertisements in the Vermilion Parish Cattlemen's membership directory and in the Ag Trader USA publication. Marty Wooldridge made a motion, second by John Thompson. The motion passed.

Public Comment:

There was no public comment that took place.

The next meeting of the Council will take place on November 15th, 2019 at 9:00 a.m. at the Louisiana Department of Agriculture and Forestry in Baton Rouge, LA.

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