

Louisiana Beef Industry Council
Minutes
May 21, 2021

Members Present: Walter Smith, James LeLeux, Mack Shelton, Loyd Dodson, John Thompson, Vandal Fairchild, Ed Lopinto, Allen Blanchard and Amelia Kent

John Thompson made a motion, seconded by Loyd Dodson to approve the October and February meeting minutes. The motion passed unanimously.

Financial Report:

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

Funding Requests:

Dr. Guillermo Scaglia, LSU AgCenter, presented a funding request for the 2021-2022 Master Cattlemen Program. There will be 5 classes, 1 in each region each consisting of a 10 week program. Each class will feature 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. This also includes BQA certification. Vandal Fairchild made a motion, seconded by Loyd Dodson to approve this funding request for the reimbursable amount of \$3,750.00. A roll call vote was taken. Ed Lopinto, yes; Walter Smith, yes; Vandal Fairchild, yes; John Thompson, yes; James LeLeux, yes; Loyd Dodson, yes; Mack Shelton, yes; Allen Blanchard, yes; Amelia Kent, abstain. The motion passes.

There are two funding requests that need to be added to the agenda. Restaurant Week and the Bandito Festival. Vandal Fairchild made a motion, seconded by Loyd Dodson to add the two funding requests to the agenda seconded by Loyd Dodson. The motion passed unanimously.

Katie Chopin, Centenary College, presented a funding request for 2021 Beast Feast taking place on June 15th. The LBIC logo will be displayed on all beef cook tents signage, LBIC logo on large 2021 Beast Feast Express sponsor banner displayed the week of Beast Feast on corner of Centenary Blvd and Kings Hwy, LBIC logo placed on the event map (online & emailed to all patrons), 10 tickets for to-go bags at Beast Feast with reserved pickup time, 10 commemorative Beast Feast koozies, LBIC logo recognized as Alligator Level Sponsor on Beast Feast email blasts, webpage, and social media posts and the LBIC logo printed as Alligator sponsor on card inserts in each to-go bag. John Thompson made a motion, seconded by James LeLeux to fund this sponsorship for the amount of \$500.00. A roll call vote was taken. Ed Lopinto, yes; Walter Smith, yes; Vandal Fairchild, yes; John Thompson, yes; James LeLeux, yes; Loyd Dodson, yes; Mack Shelton, yes; Allen Blanchard, yes; Amelia Kent, abstain. The motion passes.

Tripp Shepard, Ag Expo, next presented a funding request for the January 14-15th, 2022 Ag Expo at the Ike Hamilton Expo Center in West Monroe. The amount of this request is \$1,200.00. This will include 2 booth spaces, sponsor recognition at the luncheon, recognition on tickets, advertisement in the program and on the electric sign at the Expo. In addition, there is a \$500.00 funding request to purchase beef at the for the legislative appreciation luncheon. Walter Smith made a motion, seconded by Ed Lopinto to fund the sponsorship request for the total amount of \$1,700.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; James LeLeux, yes; Allen Blanchard, yes; Vandal Fairchild, abstain; Ed Lopinto, yes; Walter Smith, yes; Loyd Dodson, yes; Amelia Kent, abstain. The motion passes.

Patrick Tuck and Tyler Braud, Louisiana 4-H funding and LAE4-HYDP, presented a funding request for the following events: Louisiana 4-H is seeking an annual funding sponsorship of \$15,500 to fund the annual LBIC sponsored events of LOST Camp, the beef poster contest, and LAE4-HA professional development conference. They are seeking to expand the 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 quality beef judging classes for our state meats judging contest at 4-H University, as well as financially support our state winning team to attend the National 4-H meats judging contest. Additionally, they are seeking funding to create agent professional development opportunities due to less than 20% of LSU AgCenter 4-H agents from a traditional agriculture background. 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. Agent training opportunities year-round and developing and conducting meat science-based in-service training opportunities for agents, will better support meat science programming in local parish programs. Loyd Dodson made a motion, seconded by Vandal Fairchild to approve this funding request for the amount of \$13,250.00 on a reimbursable basis upon completion. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; James LeLeux, yes; Ed Lopinto, yes; Loyd Dodson, yes; Allen Blanchard, yes; Vandal Fairchild, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Eric Smith, Louisiana FFA, presented a funding request for the 2021-2022 Meat ID CDE and Teacher Training. Students and teachers are assessed and educated through this program. Walter Smith made a motion, seconded by Ed Lopinto to approve the sponsorship for the Louisiana FFA meats contests. This request is for a reimbursable amount of \$2,500.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; James LeLeux, yes; Ed Lopinto, yes; Allen Blanchard, yes; Loyd Dodson, yes; Vandal Fairchild, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

An amendment to the original motion made last year to include the meat purchases for the teacher training to be reimbursable. A motion was made by Vandal Fairchild, seconded by James Leleux to approve this request. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; James LeLeux, yes; Ed Lopinto, yes; Allen Blanchard, yes; Vandal Fairchild, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Russell Bailes, Vernon Parish Cattlemen Association, gave a funding request for the Vernon Parish Ag Day and the Senior Citizen Day. Both sponsorships will promote and serve beef at the events. The banner and recipe brochures/handouts will be at each of the events. Loyd Dodson made a motion, seconded by Walter Smith to approve the sponsorship of the Vernon Parish Ag Day for the amount of \$1,500.00 and the Senior Citizen Day for the amount of \$600.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; James LeLeux, yes; Ed Lopinto, yes; Allen Blanchard, yes; Vandal Fairchild, yes; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Dusty Pendergrass, LCA, presented funding requests for the following events: FFA Capitol Day \$500.00, LaMooU \$3,000.00, Ag Expo \$1,500.00, Cattlemen's Kitchen at the State Fair of Louisiana \$7,500.00. John Thompson made a motion, seconded by Loyd Dodson to fund LCA projects at an up to reimbursable amount of \$12,500.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; James LeLeux, abstain; Ed Lopinto, yes; Allen Blanchard, abstain; Vandal Fairchild, abstain; Loyd Dodson, yes; Walter Smith, yes; Amelia Kent, abstain. The motion passes.

Avery Davidson, This Week in Louisiana Agriculture, presented a funding request for the sponsorship of the Field to Feast segments of This Week in Louisiana Agriculture (TWILA). A minimum of 4 segments featuring beef and 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 2021/2022 broadcast year is \$5,000. Those funds are used to pay for production of the segments and for the ingredients used in the segments. Vandal Fairchild made a motion, seconded by John Thompson to approve this funding request for the amount of \$5,000.00. A roll call vote was taken. John Thompson, yes; Mack Shelton, yes; James LeLeux, yes; Ed Lopinto, yes; Allen Blanchard, yes; Vandal Fairchild, yes; Walter Smith, yes; Loyd Dodson, abstain; Amelia Kent, abstain. The motion passes.

Beth Putnam presented a funding request for the Washington Parish Fair for the amount of \$1,500.00. This would help to provide beef meals and include a booth with promotional items. Loyd Dodson made a motion, seconded by Vandal Fairchild to approve the sponsorship request for the 2021 Washington Parish Fair for the amount of \$1,500.00. A roll call vote was taken. Walter Smith, abstain; John Thompson, yes; Mack Shelton, yes; James LeLeux, yes; Ed Lopinto, yes; Allen Blanchard, yes; Vandal Fairchild, yes; Loyd Dodson, yes; Amelia Kent, abstain. The motion passes.

Chris Brooks, presented a funding request for the 2021 Baton Rouge Restaurant Week in July and in January of 2022. These sponsorships include the Council's logo featured on custom printed menus, table tents, and check presenters city-wide digital billboards, features on WAFB & BR Proud Features on Guaranty Broadcasting 25,000 plus fans and followers on social media 20,000 plus daily emails subscribers menus featured on digbr.com, eatbr.com, wafb.com, Opentable, and visitbr.com. with over 1 million page views during event month \$2 donation per social media post with #eatbr given to the Greater Baton Rouge Food Bank. He next presented a

funding request for the 2021 Bandito Festival. This is a live music festival open to the public. The sponsorship would include social media mentions, branding on festival website, the promotional poster, the Bandito Festival website, dedicated stage announcement, opportunity to do giveaways, and sponsorship mentions through media and attendee emails. James Leleux made a motion, seconded by Ed Lopinto sponsorship of the July Restaurant Week for the amount of \$10,000.00. A roll call vote was taken. Mack Shelton, no; James Leleux, yes; Ed Lopinto, yes; Vendal Fairchild, yes; Walter Smith, yes; Loyd Dodson, yes; John Thompson; yes; Allen Blanchard, yes; Amelia Kent, abstain. The motion passes.

Walter Smith made a motion, seconded by Loyd Dodson to sponsor the 2021 Bandito Festival for the amount of \$4,000.00. A roll call vote was taken. Mack Shelton, yes; James Leleux, yes; Ed Lopinto, yes; Vendal Fairchild, yes; Walter Smith, yes; Loyd Dodson, yes; Allen Blanchard, yes; John Thompson; yes; Amelia Kent, abstain. The motion passes.

Old Business:

Skyler Lenz, Federation of State Beef Councils Digital Media Campaign, presented the FY 21 advertising campaign. This campaign will run through 05/31/2021 – 09/10/2021 and the objective is to maximize the awareness of the *Beef. It's What's For Dinner.* brand and promote summer grilling across the state of Louisiana. This campaign will utilize a mix of the newly-created national summer grilling assets and always-on recipe content through YouTube, Spotify and Google Search. Loyd Dodson made a motion, seconded by Walter Smith to fund the digital media advertising campaign at the \$20,000.00 level. A roll call vote was taken. Amelia Kent, abstain; Mack Shelton, yes; James Leleux, yes; Ed Lopinto, yes; Vendal Fairchild, yes; Walter Smith, yes; Loyd Dodson, yes; Allen Blanchard, yes; John Thompson; yes.

A review of the Southeastern States Campaign, Federation of State Beef Councils, was given by Amelia Kent.

A discussion took place about listing the Associated Grocer's Trade Show as an internal project line item in the budget. James Leleux made a motion, seconded by Ed Lopinto to table this discussion. The motion passed unanimously.

A discussion of the Federation of State Beef Council services took place.

Mack Shelton made a motion, seconded by Loyd Dodson to proceed with payment for the sponsorship of the Temple Grandin event taking place on July 16th, 2021.

New Business:

Amelia Kent gave a report on the activities of the CBB.

Other Business:

Term limits and new Council members were discussed.

Public Comment:

John Walther announced his retirement to the Council and thanked Council members for their work for the beef industry.

Mack Shelton thanked Ed Lopinto and Walter Smith for their time on the Council.

The next meeting of the Council will take place on Friday, August 27th at 9:00 a.m., at the Louisiana Department of Agriculture and Forestry. Vandal Fairchild made a motion, seconded by James Leleux to adjourn the meeting. The motion passed unanimously.