

PROCEEDINGS
LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT
COMMISSION
Tuesday, January 18, 2011
10:00 A.M.
LSU Ag Center
8592 Hwy 1
Mansura, Louisiana 71350

CALL TO ORDER

Chairman Larry Fontenot called the meeting to order at 10:10 AM.

ROLL CALL

Mr. Rene Simon called roll. A quorum was declared.

MEMBERS PRESENT

Nelson Bordelon
James Deshotel
Kalvin Keys
Larry Fontenot
Lee Jones
Venoy Kinnaird
Kelsey McKoin
Kenneth Thornhill

MEMBERS ABSENT

Randy Deshotel
Larry Thibodeaux
Ryan Quebedeaux
Commissioner Mike Strain, DVM

APPROVAL OF MINUTES

Chairman Fontenot reported that the minutes for the meeting were mailed to the members.

MOTION made by Ken Thornhill and second by James Deshotel to approve the minutes from the June 29, 2010 meeting. The motion was passed unanimously by voice vote.

FINANCIAL REPORTS

The financial statement from December 31, 2010 was mailed to each member. René Simon discussed the financials and updated the Board on bills paid. LSPC is ahead of last year's collections by approximately \$30,000. The Income statement includes the LA Yam Logo renewal for an additional 20 years. The cost of prizes for the Recipe Contest with *Louisiana Cooking* for canned sweet potatoes was \$3500.

DIRECTOR'S REPORT

Mr. Simon reported that he attended Venoy Kinnaird's annual get-together in June for Louisiana Department of Agriculture and Forestry (LDAF) Commissioner Strain. He also attended the Field Day at Chase, a plant tour of ConAgra new plant in Delhi in August and the grand opening of the plant in November with Dr. Strain. He and Commissioner Strain attended a crop insurance meeting in Kansas City in September. In October Mr. Simon and Mary Gallent attended PMA in Orlando. PMA will be held in Atlanta in October, 2011.

Mr. Simon requested approval to attend the May 2011 United Fresh trade show in New Orleans. Cost of a corner booth will be approximately \$3825. Five badges will be come with the booth and three will be available for growers on a first come basic. He also requested that we replace one of the panels in the booth due to the fact that Allen Canning closed their Louisiana plant and ConAgra has a new plant in Delhi. He requested that we buy a new tablecloth to be used at trade shows because the old one does not match the booth and has been used for approximately twenty years.

MOTION to accept the requests to attend the United Fresh Trade Show in New Orleans, purchase a new tablecloth and update one panel for the trade show booth were made by Mr. McKoin and it was seconded by Mr. Bordelon. Motion passed.

Mr. Simon also announced that the American Heart Association 'checkmark' logo is now available for use on Louisiana yams.

REPORT FROM DIANE ALLEN AND ASSOCIATES

Al McDuff and Nancy Steiner of Diane Allen and Associates (DA&A) began by asking that changes be made to the advertising budget. A total of \$5000 was previously approved to pay for new food styling and photography. Since only \$2000 was used, DA&A proposes to use the remaining \$3000 for use in licensing recipes & photos from various sources for the Commission's website and to increase the amount for personal appearances fee for Holly Clegg from \$500 to \$750.00 each. Ms. Clegg has three appearances planned this year, and will continue to be active with online sweet potato recipes and TV appearances.

MOTION by Mr. McKoin to accept the request as presented by DA&A, was seconded by Mr. Bordelon. Motion passed.

Other items discussed were a mashed sweet potato kid-friendly recipe ran in 1024 newspapers (NAPS).

Press releases were done and plaques were awarded to winners of the canned Sweet Potato contest for a total of \$3500.00. Some of the 2010 prize-winning recipes will be uploaded to Facebook weekly. Work has begun for the 2011 contest. DA&A stated that the contest will be expanded to include canned, fresh and frozen products. They announced the Louisiana Restaurant Association has become a sponsor and will promote the contest's professional category.

The new outdoor ad campaign consisted of nine billboards statewide at a cost of \$31,000.00. The billboards were in place from September 25th and officially ended on December 24th. Some small black and white print ads were used for fresh market products.

OTHER BUSINESS

Mr. Bordelon (shipper), Mr. Jones and Mr. Thornhill, (grower) completed their first term on June 30, 2010 and were sworn in to a second term on the Board. Kavin Keys, (processor) was sworn in for his first term.

NOMINATION COMMITTEE

On June 30, 2011 shipper, Larry Fontenot's and grower, Kelsey McKoin's second term will expire. At the same time shipper, James Deshotel's first term will also expire. Commission Chairman Fontenot appointed the following members to the Nomination committee: Ken Thornhill as Chairman, Nelson Bordelon, Kalvin Keys and Lee Jones.

REQUEST TO CHANGE SWEET POTATO ASSESSMENT FEE

Chairman Fontenot appointed Mr. Kinnaird, Mr. Bordelon, Mr. Jones, and Mr. Deshotel to a committee to consider changing the current 175 bushels / acre fresh market yield used to determine the amount farmers are assessed to pay for Commission activities and the sweet potato weevil program. Mr. Kinnaird will serve as chairman.

NEXT MEETING DATE

Next meeting will be April 6, 2011 at the Scott Center near Winnsboro, LA

ADJOURNMENT

MOTION made by Mr. McKoin and seconded by Mr. James Deshotel to adjourn. The motion was passed unanimously by voice vote.