

Louisiana Egg Commission Meeting
October 16, 2016
10:00 a.m.
5825 Florida Blvd
Baton Rouge, Louisiana 70806
Proceedings

CALL TO ORDER

The meeting was called to order by Chairman Dr. Theresia Lavergne at 10:13 a.m.

ROLL CALL

The roll was called by Eric Lee.

Members present: Dr. Theresia Lavergne, Jeanette Eisworth, Bobby Yarborough, Jerry Barnum, Corey Davis, John Lalla, and Commissioner Mike Strain

INTRODUCTION OF GUESTS

Dr. Theresia Lavergne asked that the guest introduce themselves: Karen Robbins, Trent Dugas, Kadan Guillory, Dr. Janet Fox, Emmy Hicks, Katie Guasco with La Cookin' and Kyle Coates with La Radio Network

Dr. Janet Fox thanked the board for their past support and then introduced Kaden Guillory. He is a freshman at LSU and the past 4H president. He talked about the National Poultry Ambassador contest where he will be one of the delegates this year at the National Poultry & Egg Conference in Louisville, Kentucky.

Dr. Lavergne introduced Karen Robbins. She is the recipient of the LEC sponsored \$1,000 scholarship for the highest scoring applicant. She is a junior at LSU in animal sciences and takes poultry classes and has been on the poultry judging team. Karen thanked the board and talked about her future plans.

Commissioner Strain thanked the board for their service. He said boards and commissions are vital to the department as well as agriculture. He spoke about continuing the promotion of nutritional food. He spoke about his trip to Cuba and the conditions of their agriculture. He discussed other topics that pertain to the agriculture industry.

He also talked about the youth programs and how important FFA and 4H are.

PUBLIC COMMENT

None

APPROVAL OF MINUTES

Motion: Bobby Yarborough made a motion to approve the minutes from the March 16, 2016 meeting. The motion was seconded by Corey Davis. Motion passed unanimously.

OLD BUSINESS

Eric Lee gave the division report from July 2015 to June 2016

Natalie Glover gave the financial report from July 2015 to October 2016.

Dr. Bobby Fletcher gave an overview of the promotional activities that the Egg Commission participated in between the months of March and October 2016.

NEW BUSINESS

Dr. Lavergne spoke about the Poultry Judging award. Trent Dugas won this year. He scored the highest and was the high individual in the collegiate US Poultry Judging contest that was hosted at LSU in April. He is a graduating senior this semester and is interested in going into the meat industry.

Kyle Coates with Louisiana Network gave a presentation on the radio ads that will run during 2016 Christmas and 2017 Easter holidays (36 statewide messages on their 48 network affiliates and also add 2 metro markets that are not part of their market) Also included is 5 bonus value spots at no charge. The total number of commercials during the two seasons will be about 2,000 with right at 703,000 people in Louisiana hearing the message. The second part of the campaign is the sponsorship of the Hall of Distinction and a one month tile ad on Don Molino's daily e-newsletter that goes out to about 7700 subscribers all across Louisiana.

Katie Guasco with Louisiana Cookin' gave a presentation on the magazine ads. (includes social post, print and digital ads).

Motion: Bobby Yarborough made the motion to accept the LA Network radio ad and it was seconded by Jeanette Eisworth. Motion passed unanimously.

Motion: Jeanette Eisworth made a motion to accept the Louisiana Cookin' magazine ad and it was seconded by John Lalla. Motion passed unanimously.

Dr. Lavergne spoke about up the funding for the National 4H Egg Contest and Awards trip. The money goes to support the 4H student in the egg preparation demonstration contest, help with some of the chaperon funding as well as supporting the awards for the 4H ambassador program at the state level.

Motion: Corey Davis made a motion to approve the \$1,500 funding for the National 4H Egg Contest and Awards trip and it was seconded by John Lalla. Motion passed unanimously.

Dr. Fletcher discussed the Silver Level sponsorship and providing \$500.00 for the meal for the awards program for the LSU Livestock show.

Motion: Jeanette Eisworth made a motion to approve the \$2,500 sponsorship for the LSU Livestock show and cooking at the awards ceremony and it was seconded by John Lalla. The motion passed unanimously.

Eric Lee discussed the upcoming promotional activities the Egg Commission will be participating in and asked approval to participate in these events and any that may come up before the next board meeting that are beneficial to the Egg Commission.

He also answered Dr. Robbins request, from the last meeting, on the sale of eggs in Louisiana from year to year. He went back 10 years to get an average.

FUTURE MEETING

The next meeting date of the Louisiana Egg Commission will be in March 15, 2017.

Motion: Corey Davis made a motion to approve the promotional activities it was seconded by Jeanette Eisworth. The motion passed unanimously.

PUBLIC COMMENT

None

ADJOURN

Motion: Jeanette Esworth made a motion to adjourn. The motion was seconded by Corey Davis. The motion passed unanimously. Meeting adjourned at 11:08 am.