

**LOUISIANA SWEET POTATO ADVERTISING AND DEVELOPMENT COMMISSION**

**July 9, 2015**

**10:00 AM**

Louisiana Department of Agriculture & Forestry  
Veterans' Memorial Auditorium  
5825 Florida Blvd  
Baton Rouge, LA 70806

**CALL TO ORDER**

Matt Garber called the meeting to order at 10:05 AM.

**ROLL CALL**

Melanie Tullier called roll and declared a quorum.

**MEMBERS PRESENT**

Rickey Ables  
Hunter Fife  
Larry Fontenot  
Matt Garber  
Garry Jones  
Venoy Kinnaird  
Todd O'Neal  
Dr. Tara Smith

**MEMBERS ABSENT**

Norm Brown, Jr.  
Melvin Chappell  
Walter Tuma

**PUBLIC COMMENTS**

There were no comments

**APPROVAL OF MINUTES FOR THE JANUARY 12, 2015 MEETING**

Mr. Fontenot made the motion to approve the minutes from the January 12, 2015, meeting. It was seconded by Mr. Ables and passed unanimously.

**FINANCIAL REPORTS**

Mr. Simon presented the Financial Report to the board. Mr. Kinnaird made a motion to approve the Financial Report. Mr. Fife seconded the motion, and it was passed unanimously.

**DIRECTOR'S REPORT**

- Mr. René Simon notified the board that the United States Sweet Potato Council has hired Kay Rentzle as the director.
- Mr. Simon, representatives from the LSU AgCenter and North Carolina met to discuss the transfer of breeding material between the two states.
- Mr. Simon met with Dr. Clark of the LSU AgCenter to develop the National Clean Plant Network. Matt Garber will oversee for Louisiana.
- The American Sweet Potato Marketing Institute met in January at the USSPC meeting. ASPMI will be investigating possible markets in Mexico, the Caribbean basin, Japan, and Canada.

- Mr. Simon stated that 3D Corporate Solutions will likely not locate in Louisiana based on current market conditions.
- Pink tag potatoes will now be allowed to move to the Delhi ConAgra plant.
- The Texas Prison Cannery will allow growers in Louisiana to bid for the contract to ship canners to their plant. Bids must be submitted by July 18, 2015.
- Mr. Simon attended the USSPC and ASPMI mid-year meetings in Washington, DC. During the ASPMI meeting, board members discussed updating the crisis management plan. Met with USDA representatives to discuss the issues of H2A labor, Water of the US, and agricultural funding from USDA.
- In May, Mr. Simon and Mrs. Melanie Tullier represented the LA Sweet Potato Commission at the LSU AgCenter's legislative reception.
- In July, the LA Sweet Potato Commission partnered with the LA Seafood Promotion Board on an event for the Ms. USA pageant.

### **REPORT FROM DIANE ALLEN AND ASSOCIATES**

Ms. Brittany Pecue updated the board on the current marketing strategies that Diane Allen and Associates is working on for the Sweet Potato Commission.

Mr. Al McDuff presented the proposed marketing plan for the 2016 fiscal year. A motion to accept the marketing plan was made by Mr. Fontenot. It was seconded by Mr. Ables, and passed unanimously.

### **SWEET POTATO WEEVIL QUARANTINE UPDATE –TAD HARDY, DIRECTOR, HORTICULTURE QUARANTINE DIVISION**

Mr. Tad Hardy updated the board on his efforts regarding pink/green tags and the Sweet Potato Weevil Harmonization Plan.

### **OTHER BUSINESS**

#### **A) Consideration of the Proposed FY 2016 Budget**

Mr. Simon presented the proposed FY 2016 budget to the board. Mr. Kinnaird made a motion to accept the proposed budget. It was seconded by Mr. Fontenot and passed unanimously.

#### **B) Nominations for Open Positions**

- a. A motion was made by Mr. Kinnaird to nominate Rickey Ables for the open Grower Position. It was seconded by Mr. Fontenot and passed unanimously.
- b. A motion was made by Mr. Kinnaird to nominate Matt Garber for the open Shipper Position. It was seconded by Mr. Fontenot and passed unanimously.

### **PUBLIC COMMENTS**

Dr. Tara Smith thanked the board for the continued support of the LSU AgCenter's Research Station.

**Adjourn**

Mr. Garber adjourned the meeting at 12:37 pm.