

**MICHIGAN BEEF INDUSTRY COMMISSION
BOARD MEETING**

JULY 20, 2023

12800 Escanaba Drive
DeWitt, MI 48820

Commissioners in Attendance:

Monte Bordner
Jon Haindl
Matt Noggle

Jennifer Lewis
Travis Schunk
Leon Knirk

Not in Attendance:

Bret Schapman
David Neitzel
Dave Clark

Others Present:

George Quackenbush, MBIC
Heather Throne, MDARD
Brad Wurfel, BJW Strategies

Sara Horton, MBIC
Katie Serbinski, MBIC

Welcome and Call to Order

Chairperson Monte Bordner called the meeting to order at 9:00am.

General Business

Approval of Agenda & Additions

Jennifer Lewis **MOVED** to approve the agenda as presented. Leon Knirk **SUPPORTED**.
MOTION CARRIED.

Approval of Minutes

MOVED by Jon Haindl and **SUPPORTED** by Jennifer Lewis to approve the minutes of the March 15-16,2023, board meeting. **MOTION CARRIED**

Financial Report

Leon Knirk and George Quackenbush presented the financial reports. YTD Net assessments are at 100% of budget at \$207,735. With rising interest rates, interest revenue has been above budget. Total expenses YTD are 104% of budget at \$252,344.

MOVED by Matt Noggle and **SUPPORTED** by Travis Schunk to approve the financial report as presented. **MOTION CARRIED**

Decisions

Michigan Checkoff

MBIC Executive Director, George Quackenbush, reviewed the four strategic focus areas that serve as MBIC's guide for future programming. These areas include education, trust, visibility, and stability. Quackenbush reviewed all the outreach MBIC staff has conducted about the state checkoff and provided a handout listing all the articles that appeared in trade publications since the discussion started in March.

MOVED by Jennifer Lewis and **SUPPORTED** by Jon Haindl to reinstate the Michigan checkoff by January 1, 2024, at 1/10th of 1% of the sale gross, not to exceed \$1 per head.

Matt Noggle asked about MBIC paying for collection point software upgrades for this change. Consensus was quotes were needed for the cost of making the change before the Commission could decide the \$ amount to make available to each collection point.

Chairman Bordner called for a roll-call vote.

Leon Knirk – Yes

Jon Haindl - Yes

Jennifer Lewis – Yes

Matt Noggle – Yes

Travis Schunk – Yes

Monte Bordner – Yes

MOTION CARRIED

FY 2024 Federation Investment

Quackenbush explained that MBIC's investment in the Federation of State Beef Councils in FY 2023 is \$14,000 which will enable MBIC to have 1 seat on the Federation Board at the 2024 Summer Meeting and 2025 Convention. MBIC currently has 2 seats due to a higher investment in FY 2022 and previously. Commissioners discussed the value of having representation on the Federation board and input into the checkoff committees.

MOVED by Jon Handl and **SUPPORTED** by Jennifer Lewis to budget for a \$28,000 investment into the Federation in FY 2024 to enable MBIC to continue to have two seats on the Federation Division board. **MOTION CARRIED**

Information

Nutrition & Consumer Communications Report – Katie Serbinski

The 2023 Down on MI Farm Dinner Series will reach 300,000 consumers through sponsored influencer engagement and organic consumer-driven content on Instagram and Facebook. Attendees will participate in an exclusive event on a farm, featuring all Michigan-grown foods and products, which will provide information and entertainment, and ultimately growing their trust in farmers and showcasing Michigan's robust food system. The Michigan Beef Industry Commission's Exclusive Partner Sponsorship Level includes influencer and staff attendance and program input. The first DOMF dinner was at Blight Farms July 13, 2023.

The BIWFD brand re-integrated Outdoor Advertising into the media mix, as a new self-service platform that aggregates billboard media outlets became available. This has been a fantastic way to bolster *offline* brand awareness and make a splash in communities across the US.

Boards in Michigan will be displayed from July 17, 2023-August 13, 2023. There will be a total of 6 Boards located on US 127, M-115, I-75. The estimated total weekly impressions are 589,311. When multiplied by the 4 weeks the boards will be displayed that equates to a total of 2,357,244 impressions. While online brand awareness has become a large part of our marketing strategy, offline awareness is just as important when trying to reach different target audiences.

The Michigan Beef Industry Commission is the Presenting Sponsor for the 2023 Labor Day Mackinac Bridge Run. As a signature event to promote health and physical activity, the Labor Day Mackinac Bridge Run was founded by Governor Jennifer Granholm in 2004 to highlight physical fitness statewide. Today, the tradition continues and is considered a bucket list run for people committed to health and wellness. In addition to the run, the MBIC will also be able to engage with more than 60,000+ during the Mackinac Bridge Walk. This sponsorship will allow the MIBC the opportunity to engage with participants from all across the state through digital marketing and traditional marketing efforts.

Each month, Katie works with WILX Studio 10 on a TV segment that includes a beef recipe or cooking instructions. Segments are sponsored exclusively by The Michigan Beef Industry Commission. Data shows this has and continues to be a great way to promote brand awareness and social media engagement. Monthly segments will continue to be recorded with beef recipes aligning with holidays and specific seasons for optimal engagement.

Executive Report – George Quackenbush

MBIC's annual report has been sent to industry partners with updated remittance forms. Over 13,000 packages of beef were sold during the month of March from Meijer.com as part of the advertisement with the Michigan Asparagus Board. Jennifer, Leon, Monte, Sara and George are all attending Summer Business Meeting in San Diego, CA July 24-26, 2023. George gave an extensive overview of the Build Your Base performance program. Additionally, the MCA operating agreement was discussed. Staff are successfully working within the parameters of the agreement. A future meeting with MCA's executive committee will be scheduled to review.

MOVED by Jennifer Lewis and **SUPPORTED** by Leon Knirk to approve the proposed agreement with Beef Logic, Inc. **MOTION CARRIED**

Allied Industry Reports

MDARD

Heather Throne discussed new grant opportunities available through the department as well as the new grant management system. The Farm Innovation Grant will have a second round open in August for 5 weeks. 10 million has also been awarded from USDA for resilient food systems grants.

Michigan Cattlemen's Association

Sara Horton gave a recap of Summer Round-Up. An event at Noggles Farm for young cattlemen is set for August 4th, 2023. Nominations for the bull evaluation are also open.

Commissioner Reports and Public Comments

Travis Schunk reported that sale barns have been moving steady and the county fair is next week.

Matt Noggle commented that inflation is still around 4% and we could see another downfall in the economy in 2024.

Jennifer Lewis's farm store is busy and she's looking forward to attending her first beef industry meeting.

Jon Haindl discussed the U.P. state fair and beef's presence.

Leon Knirk commented on feeder cattle prices and expects them to stay high.

Monte Bordner shared some family news and ended the meeting applauding the group's work.

FY 2023 Meeting Dates

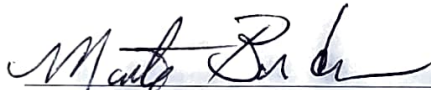
September 14, 2023

The meeting was adjourned by Monte Bordner at 12:42pm.




Respectfully submitted,

Katie Serbinski, MS, RDN
Director of Communications



Monte Bordner, Chair



Jon Haindl, Secretary