

# MICHIGAN BEEF INDUSTRY COMMISSION

## Board Meeting

Thursday, March 17, 2022

CentralStar Cooperative, 4200 Forest Rd, Lansing, MI 48910

Microsoft Teams meeting

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## A G E N D A

**Mission:** *“Building consumer demand for beef by growing consumer trust and promoting beef’s value.”*

**Strategy:** *The Michigan Beef Industry Commission board members set the policy and provide strategic direction; while management implements programs, handles operations, and provides organizational direction.*

9:00 Welcome and Call to Order - Chairman Monte Bordner

### General Business & Information

- Approval of Agenda
- Approval of 12.16.21 Minutes –Jon Haindl, Secretary
- Financial Report – Jill Sears, Treasurer
- Industry Update from Michigan State University – Dr. Cathy Ernst

### Information

- 2022 Cattle Industry Convention – Federation Directors Bordner & Knirk
- CBB Orientation – April 6-8, 2022
- QSBC Director Orientation – April 6, 2022 (Arrive April 5, Depart April 7)
- Nutrition & Consumer Info Report – Katie Serbinski
- Executive Report – George Quackenbush

11:00 PFAS Situation Update – Brad Deacon, MDARD

12 :00 Boxed Lunch from Saddleback BBQ

### Decisions

- Selection of Federation Director
- NCBA FY 2021 Audit

### Allied Industry Reports

- MI Department of Agriculture and Rural Development
- Michigan Cattlemen’s Association

Commissioner Reports and Public Comments (public comment limit 5 min.)

### Additions:

Future Meetings: July 21, 2022 - possibly move to Tuesday, August 2  
Sept. 22, 2022

### Executive Session

2:00 Adjourn