

MICHIGAN BEEF INDUSTRY COMMISSION

Board Meeting

Tuesday, August 2, 2022

<p>CentralStar Cooperative 4200 Forest Rd. Lansing, MI 48910</p>	<p>Microsoft Teams meeting Join on your computer or mobile app Click here to join the meeting Or join by entering a meeting ID Meeting ID: 275 694 418 305 Passcode: SyKpvX</p>
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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.

Draft A G E N D A

9:00

Welcome and Call to Order –Chairman Monte Bordner

- Welcome Sara Horton, Office Manager Apprentice

General Business

- Approval of Agenda
- 3/17/22 and 6/9/22 MBIC Meeting Minutes - Jon Haindl, Secretary
- Financial Report – Jill Sears, Treasurer

Information Update

- Nutrition & Consumer Info Report – Katie Serbinski
 - #MIBurger Promotion & Beef Burger Day
 - MI Academy of Nutrition & Dietetics
 - Detroit Central Market Dedication at Greenfield Village
 - MI Academy of Family Physicians
 - Burger Battle with Michigan International Speedway

12:00 Lunch Break

- CBB Report – Monte Bordner
- Federation of State Beef Councils - Leon Knirk
- Executive Report – George Quackenbush
 - Midwest States YouTube Advertising Campaign Update
 - SCOTUS & R-CALF Checkoff Appeal
 - Producer Communications & BQA Programming
 - Proposed Amendments to Act 232, Generic Commodity Promotion Act

Decisions

- FY 2023 Federation Investment - Review [Value Summary website](#)
- MBIC Office Lease
- MBIC/MCA Operating Agreement

Allied Industry Reports

- MI Department of Agriculture and Rural Development
- MI State University Animal Science Department
- MI Cattlemen’s Association

Commissioner Reports & Public Comment – (public comment limit 5 minutes each)

Additions to Agenda:

3:00 pm

Adjourn

Next Quarterly Board Meetings –**Sept. 16, 2021**