

MICHIGAN BEEF INDUSTRY COMMISSION
Board Meeting
Tuesday August 2, 2022
CentralStar Cooperative

Commissioners in Attendance:

Monte Bordner
Jon Haindl
Jennifer Lewis
David Neitzel
Leon Knirk
Jill Sears
Bret Schapman

Others Present:

Sasha Eliason, MDARD
George Quackenbush, MBIC
Jacquie Harrison, MBIC
Katie Serbinski, MBIC
Sara Horton, MBIC
Kevin Gould [virtual]

Not in Attendance:

Dave Clark
Travis Schunk

Welcome and Call to Order

Chairperson Monte Bordner called the meeting to order at 9:39 am. A quorum is set in that six commissioners are present in person. Monte Bordner welcomed new MBIC employee, Sara Horton. Sara Horton gave brief introduction and commissioners did the same.

General Business

Approval of Agenda

Next meeting date amended to September 22, 2022.

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

Approval of Minutes – Jon Haindl, Secretary

Jon Haindl **MOVED** to approve the minutes of the March 17, 2022 and June 9, 2022, board meetings. Leon Knirk **SUPPORTED**. **MOTION CARRIED**.

Financial Report – Jill Sears, Treasurer

Jill Sears reported that June was a good financial month with \$6,200.00 profit. But the current year to date is \$9,500.00 loss. George Quackenbush added that net assessments are at 103% of YTD budget. Total revenue YTD is \$212,671 and total expenses YTD is \$222,188.

Jon Haindl **MOVED**, and Bret Schapman **SUPPORTED** to accept the financial reports as presented. **MOTION CARRIED**.

Industry Update from Michigan State University – Dr. Cathy Ernst

With Dr. Cathy Ernst not in attendance, George Quackenbush presented the industry update. The South Campus Solar Farm project was scheduled to begin spring 2022 but has now been pushed back to start spring 2023 with an expected completion date of spring 2024. Dr. Buskirk and Tristan Foster are working on other renovations in the beef unit facilities and pastures.

Information

Federation of State Beef Councils

Leon Knirk attended the Cattle Industry Summer Meeting which was held in Reno, NV, July 2022. Leon Knirk serves on the Safety and Product Innovation Committee. The committee continues to focus efforts on food safety issues with allocating dollars towards food safety and salmonella outbreak research. Proposals on product innovation included the discussion regarding capital venture firms for funding. George Quackenbush served on the Domestic Marketing Committee. The committee reviewed 12 tactics, including some from NCBA, US Cattlemen's Association, and the Northeast Beef Promotion Initiative. Additional proposals from the New York Beef Council were presented to do veal promotion.

Cattlemen's Beef Board Report

Monte Bordner served on the Export Market Committee at the Cattle Industry Summer Meeting. In May, the export market added \$5.05 or \$0.37/lb. liveweight price to beef. Several offal parts of the cattle are sold for premium price in other countries. China's beef export market is not restricted by the government. Additionally, Caribbean beef sales are booming because tourism has increased. All USMEF proposals for funding were approved by the committee.

Nutrition & Consumer Info Report – Katie Serbinski

Katie reported that:

- Beef Month and Beef Burger Day promotions included a press release, Instagram reels with 5 online influencers, and social media sharing with partners.
- Summer Grilling promotions include social media posts from NCBA and Tony Romo.
- Sponsorship at the MI Academy of Nutrition and Dietetics annual meeting which included reaching and networking with over 200 registered dietitian nutritionists.
- Sponsorship at the MI Academy of Family Physicians annual meeting which exhibiting during session breaks. Interactions and reactions of participating MD's was positive.
- Michigan International Speedway promotion includes burger contest, Irish Hills Burger signage and messaging throughout Fan Plaza and at 3 concession stands, Instagram Reel of Irish Hills Burger along with additional social media posts.
- There was also a discussion among meeting attendees regarding other Michigan-specific events MBIC may want to sponsor or participate in.

Break for lunch at 11:45am.

Regular session resumed 12:22pm.

Executive Report – George Quackenbush

George reported that:

- The Midwest States YouTube Ad Campaign began June 21, 2022, showcasing new Tony Romo ads. Results as of July 15, 2022, included 2.78 million views. The Spotify audio campaign had over 500k listens.
- SCOTUS denied R-Calf checkoff appeal. It cost NCBA \$3.8 million over 5-7 years to defend the Beef Checkoff.
- The 2021 Annual Report was mailed to Dairy Farmers of America, all checkoff remitters, a copy is inserted in the MCA magazine, MMPA magazine and an MBIC update is included in each MCA monthly newsletter. The annual report was also presented at a sponsored lunch at a livestock market.
- MCA Summer Round-Up provided BQA Professional Driver certification.
- NCBA/SBC have a shared 3-year strategy and FY23 plan, which is built around the long-range plan. The concept is aimed at building trust and increasing knowledge of consumers, which lends itself to consumers choosing beef and increasing demand.

Decisions

The board currently has 2 members serving on the Federation of State Beef Councils. The group discussed whether or not the investment should stay at 2 members for \$28,000 or change to 1 member for \$14,000. Bret Schapman **MOVED** that the MBIC continue to invest \$14,000 in FY 2023 in the Federation of State Beef Councils for 1 member. David Neitzel **SUPPORTED. MOTION CARRIED.**

George Quackenbush reported on the amenities at the DeWitt location of the possible new office space. Comparison of occupancy costs shows the annual cost to be approximately half of current location.

Jon Haindl **MOVED** that the MBIC move into an office agreement with the DeWitt office and exit current location. Jill Sears **SUPPORTED. MOTION CARRIED.**

Dave Girton reported on the MCA Executive Committee meeting regarding the MBIC/MCA operating agreement. One option is to remove all management tasks and hire another management service. The second option would be a hybrid management- MBIC manages membership and finances, while event planning would be outsourced. The MBIC board requests calculations and variations of the time and cost for both operating agreement options. Deadline for this information is August 19, 2022. A board meeting is set for August 25, 2022, to discuss. Note there is a 60-day contract termination requirement which was met on August 2, 2022.

Allied Industry Reports

MI Department of Agriculture and Rural Development

Sasha Eliason, MDARD representative, noted that rural development grants and value-added grants are on the MDARD website. The website also offers information on the history of grants offered [businesses and locations]. Funds for rural development grants are expected to be more than last year.

MI Cattlemen's Association

The MCA Summer Round-Up was held the last weekend of June in McBain at Hughston's Cow Camp as reported by Monte Bordner.

Commissioner Reports and Public Comments

Jennifer Lewis said meat sales are up 20% and believes this is due to their increase in social media efforts and marketing. They sell Holstein cattle in their beef store and share that with customers when asked. Crops and irrigation systems are well.

Jon Haindl reported that the UP has had some rain and as a result crops are looking good.

Bret Schapman reports no rain. He recommends sponsorship of Au Sable River canoe festival.

FY22 Meeting Dates

The final meeting of the fiscal year will be held Thursday, September 22, 2022.

The meeting was adjourned by the Chairperson at 3:17 pm.

Respectfully submitted,

Katie Serbinski
Director of Communications, MBIC