

**MICHIGAN BEEF INDUSTRY COMMISSION
BOARD MEETING
SEPTEMBER 14, 2023**

12800 Escanaba Drive
DeWitt, MI 48820

Commissioners in Attendance:

Monte Bordner	David Neitzel
Travis Schunk	Jon Haindl
Matt Noggle	Leon Knirk
Doug Richie	Ed Leist

Virtual Attendance:

Jennifer Lewis

Others Present:

George Quackenbush, MBIC	Sara Horton, MBIC
Heather Throne, MDARD	Katie Serbinski, MBIC
Dr. Cathy Ernst, DVM	

Welcome and Call to Order

Chairperson Monte Bordner called the meeting to order at 9:17am.

General Business

Approval of Agenda & Additions

John Haindl **MOVED** to approve the agenda as presented. Doug Richie **SUPPORTED**. **MOTION CARRIED.**

Approval of Minutes

MOVED by Jon Haindl and **SUPPORTED** by Leon Knirk to approve the minutes of the July 20,2023, board meeting. **MOTION CARRIED.**

Financial Report

Leon Knirk and George Quackenbush presented the financial reports. Balance sheet CD1 matured for about \$27,000. Total gross collections are higher than anticipated for August 2023. Our Promotion and Consumer Information expenses have exceeded allocated budget.

Leon Knirk **MOVED** to add an additional \$10,000 from reserves to cover expenses in the FY2023 budget. Travis Schunk **SUPPORTED**. **MOTION CARRIED.**

Leon Knirk **MOVED** to approve the financial report as presented. **SUPPORTED** by Travis Schunk to approve the financial report as presented. **MOTION CARRIED**

Information

Nutrition & Consumer Communications Report – Katie Serbinski

The Michigan Beef Industry Commission had the opportunity to be the presenting sponsor of the 2023 Labor Day Mackinac Bridge Run. This partnership between the Michigan Fitness Foundation [MFF] and MIBeef gave us the opportunity to reach Michiganders through social media messaging, Enewsletters, in-person sampling, jerky distribution, and so much more. We also had the opportunity to create the first official recipe for the Labor Day Mackinac Bridge Run: Fresh Coast Beef Kabobs. The recipe also celebrates the health benefits of high-quality lean protein and in season produce to fuel strong bodies and minds. To view and download the recipe, visit <https://michiganfitness.org/fresh-coast-kabobs>. The partnership between MFF and MIBeef is a testament to strategy-aligned organizations inspiring healthy food choices for Michiganders.

Fitness on the Farm with Lansing Moms was an exclusive event for the executive team + contributors of the locally owned and operated parenting website Lansing Moms. The event was planned and executed by the Michigan Beef Industry Commission in partnership with host farm family, G&G Cattle Company. Thanks to Lindsay and her husband Gerald, we were able to host and execute all 3 parts of our Fitness on the Farm event right on their farm- and in their kitchen. The event started with a tour of the farm, continued with a 30-minute bodyweight workout, and then a lunch prepared by attendees. Events like Fitness on the Farm give influencers (and indirectly, consumers) the opportunity to meet with farmers and have on farm experiences which highlight modern agriculture and promote Michigan's beef industry.

Executive Report – George Quackenbush

MBIC Executive Director, George Quackenbush, discussed the direct phone calls he's been making to checkoff collection points about the new state checkoff. For some, changing their software systems will be easy and inexpensive, for others there will be some burden and cost. Only one market has submitted a quote so far. The news release announcing the commission's decision to restore the state checkoff was picked up nationally by Beef magazine and several other trade news outlets.

Quackenbush reviewed the FY 2023 Program Overview calendars included in the board packets. Planned projects were entered on the calendars at the beginning of the fiscal year, with additional projects added as opportunities came along.

Quackenbush also initiated a discussion with Don Collaton, attorney with Fox Swibel that NCBA recommended for assistance with trademarking "Great Lakes. Even Better Steaks." Initial impressions are the trademarking process will be quite lengthy with potentially very significant cost. Board recommended getting additional quotes for the trademarking legal services.

Elections

MBIC Officers: Chair, Vice Chair, Secretary, Treasurer

- Nominations were opened for Chair of the MBIC Board. Leon Knirk nominated Monte Bordner for Chair. Jon Haindl **MOVED** that nominations for Chair be closed and a unanimous ballot be cast for Monte Bordner. Doug Richie **SUPPORTED. MOTION CARRIED.**
- Nominations were opened for Vice Chair of the MBIC Board. Jon Haindl nominated Travis Schunk for Vice Chair. Leon Knirk nominated Jennifer Lewis for Vice Chair. Jon Haindl **MOVED** for nominations for Vice Chair be closed. **MOTION CARRIED.** Secret ballots were collected and tallied by staff. Travis Schunk was elected MBIC Vice Chair.
- Nominations were opened for Secretary of the MBIC Board. Leon Knirk nominated Jon Haindl for Secretary. Doug Richie **MOVED** that nominations for Secretary be closed and a unanimous ballot be cast for Jon Haindl. Matt Noggle **SUPPORTED. MOTION CARRIED.**
- Nominations were opened for Treasurer of the MBIC Board. Jon Haindl nominated Leon Knirk for Treasurer. Jon Haindl **MOVED** that nominations for Treasurer be closed and a unanimous ballot be cast for Leon Knirk. Travis Schunk **SUPPORTED. MOTION CARRIED.**

NCBA Federation Division Director(s)

George Quackenbush reported the change in the number of Federation Directors will be in effect at the 2024 Summer Business Meeting and 2025 Beef Industry Convention. He will seek an exception from NCBA, allowing Michigan to maintain two Federation Directors at two national meetings. Jon Haindl **MOVED** to nominate Jennifer Lewis and Leon Knirk to be Michigan's NCBA Federation Division Directors and to cast a unanimous ballot for them both. Travis Schunk **SUPPORTED. MOTION CARRIED.**

Policy Decisions

MBIC/MCA Operating Agreement

George Quackenbush reviewed the proposed amendments to the MBIC/MCA Operating Agreement as offered by the MBIC, the MBIC Chairperson and MCA President.

John Haindl **MOVED** to approve the MBIC/MCA Operating Agreement as presented. Matt Noggle **SUPPORTED. MOTION CARRIED.**

Open Meetings Act Policy

Matt Noggle **MOVED** to approve the Open Meetings Act Policy. Doug Richie **SUPPORTED. MOTION CARRIED.**

Freedom of Information Act Policy

Doug Richie **MOVED** to approve the Freedom of Information Act policy, which is unchanged from the FY23 version. Jon Haindl **SUPPORTED. MOTION CARRIED.**

Conflict of Interest Disclosure

There is no need for the MBIC Board to approve of this document, but all board members are required to disclose and conflict of interest and sign the document.

Agenda Addition

Michigan State Checkoff Remittance

There was discussion between board members on the support MBIC would offer to collection points for upgrading software to collect the Michigan checkoff. Jon Haindl **MOVED** to approve up to \$500 per location to update software. Doug Richie **SUPPORTED. MOTION CARRIED.**

BREAK FOR LUNCH 12:30pm

FY 2024 MBIC Marketing Audit

George Quackenbush reviewed the list of high level projects staff is considering for FY2024, encouraging board member input. The team will move forward with State Checkoff materials for sale barns, Facebook pages, and additional communication outlets where producers can be reached.

George reviewed the FY2023 and proposed FY2024 budget. Leon Knirk advised the group to review the budget every quarter.

Leon Knirk **MOVED** to approve the FY2024 budget as presented, reviewing every quarter. Matt Noggle **SUPPORTED. MOTION CARRIED.**

Allied Industry Reports

MDARD

Heather Throne discussed the "value added grant," and the Farm Innovation Grant, and where those funds were distributed. 30 million has also been awarded from USDA to address waste water projects. This opened in August and is still available for funding applications.

Michigan Cattlemen's Association

Sara Horton gave a recap of the event at Noggles Farm for young cattlemen.

Michigan State University

Undergraduate student numbers in animal science are around 635. Dr. Ernst discussed staff retirements, open positions, as well as funding concerns. She also gave updates on the beef on dairy projects, meat lab meat sales, and beef barn improvements.

Commissioner Reports and Public Comments

Travis Schunk reported that the packing plant is running 12 hours a day and prices, as expected, are on the rise.

Doug Richie commented on cattle prices and the farming community around Gladwin.

Ed Leist gave an update on bull prices and colored cattle prices. Note the first feeder sale will be later this year.

Matt Noggle continued comments and concern around inflation and that we could see another downfall in the economy in 2024. Rain has been steady and moisture has been good on their farm.

Dave Neitzel noted poultry is selling for significantly less, but beef is still selling at a competitive rate. Dave also gave an update on upcoming CAB events.

Jennifer Lewis's farm store is busy and she's looking forward to attending state Director Orientation in Nover

Jon Haindl commented on the dry year they've had in the UP.

Leon Knirk commented on weather, rain has been steady and moisture has been good.

Monte Bordner shared farm news, family news, and ended with a good message for all.

FY 2024 Meeting Dates

December 6-7, 2023

March 21, 2024

July 18, 2024

September 19, 2024

Travis Schunk **MOVED** to approve the proposed meeting schedule. Jon Haindl **SUPPORTED. MOTION CARRIED.**

The meeting was adjourned by Monte Bordner at 3:10pm.

Respectfully submitted,

Katie Serbinski, MS, RDN
Director of Communications

Monte Bordner, Chair

Jon Haindl