

New York Beef Producers' Association Council Meeting Minutes

November 9, 2019

Dairy Farmers of America, East Syracuse, New York

Present: Ted Card, Julie Murphy, Brenda Bippert, Kathi Wagner, John Kriese, Barb Benjamin, Tyler Strub, Amanda Dackowsky, Ben Brooks, Amanda Larrabee, Nanette LaTourette, Doug Giles, Kevin Jablonski, Tim Pallokat, Dave Wilson, Mike Baker, Pete Lehning, Jake Martin, Phil Trowbridge. Guests: Bob Lehman, Ben Weikert, Jean O'Toole, Bryan Washburn.

Meeting was called to order by Vice President Ted Card at 10:12 a.m.

A quorum was established.

Brenda Bippert would like to amend the agenda to include the NY Farm Show and Western NY Farm Show to New Business. Brenda would also like to move up Ben Weikert's discussion following the guest presentations. Dave Wilson made a motion to approve the agenda as submitted, seconded by Barb Benjamin, passed.

John Kriese made a motion to accept the minutes as submitted from the August 7, 2019 council meeting, seconded by Doug Giles, passed.

Guest Speakers/Presentations:

Bob Lehman (Runnings Store Manager) & Powder River – Empire Farm Days Display

Bob is hoping to make the Empire Farm Days cattle area safer with updated equipment. He provided a price list as well as a tentative barn layout for the equipment. A copy of these documents are included with these minutes. He is hoping for a partnership with our council: no money exchanged for product, they would provide the equipment and set-up of it, we would provide a dual sponsorship opportunity for Runnings and Powder River. Bob shared that this sponsorship plan ideally would span up to five years. Discussion was held.

Bob also shared, regarding the Supreme Chair Program, that he would be willing to discount their sport chairs to fit our price point of \$20/chair. The chair contains the Runnings logo on the back of the chair, while our sponsors would be on the front of the chair.

Future Jr. Beef Shows Ted Card shared that there has been recent conversations about the relocation of the junior beef shows to the state fairgrounds. Ben Weikert introduced himself to provide background of who he is for the council. He would like to start a conversation regarding the potential relocation. He shared that as the fall show continues to grow (both theirs and ours), moving it would deeply hinder their show and their participation in helping us run our show (set up, cost sharing, etc.). Ben shared, having conversed with the SUNY Cobleskill President, that the college and the Town of Cobleskill are undergoing a hotel study right now to remedy hotel accommodation issues. Discussion was held.

Treasurer's Report Kathi Wagner presented the NYBPA Financial Report and asked for any questions on the Financial Report as presented. A copy of the report is included with these minutes. Discussion was held. Motion made by Tim Pallokat to accept the Treasurer's Report, seconded by Amanda Dackowsky, passed.

Kathi Wagner presented the proposed 2020 NYBPA Budget and asked for any questions on the Budget as presented. A copy of the proposed budget is included with these minutes. Discussion was held. Motion made by Barb Benjamin to accept the proposed 2020 Budget, seconded by Ben Brooks, passed.

Advisor's Report Mike Baker shared two main items: Empire (Bath, NY) worked to facilitate a sale; beef tour with 26 attendees in a multi-state tour. Jake Martin (as an attendee) thanked Mike for arranging the beef tour, very well organized and educational.

Executive Secretary's Report Brenda Bippert shared has 587 paid members currently on the membership list. Membership renewals will be coming with the junior calendar. She still has several outstanding bills for directory ads, and is continuing to follow-up. Brenda finished the 2018-2019 BIC grant and submitted it; and applied for the upcoming grant for \$10,000. Jenn Hammond's three-year term is ending for the Beef Council. NCBA—we did not reach our membership qualification for a discount but we are continuing to renew our council membership (\$3,000 dues) with them. Farm Bureau Convention happening in Binghamton on December 4-5.

Brenda shared that there were several pieces of correspondence. All correspondence was read: 4-H Otsego sent thank you for Supreme Program; Broughton Family (McKenna, Kelsey, Spencer) sent thank you for Supreme Show and Beef Day; Nancy Davis (Charlie's wife) sent thank you; NY state skill-a-thon team (all current junior members) requested sponsorships for funding their national competition travels; Jennifer Hoelscher and Jessica Engel requesting support for national competition travels. Discussion was held regarding sponsoring the junior team funding requests. A motion was made by Peter Lehning to award the NY state skill-a-thon team \$250 from the Youth Programs Fund, seconded by Amanda Dackowsky, passed with one dissention. A motion was made by Barb Benjamin to keep Jenn Hammond as our Beef Council representative for another three-year term, seconded by Dave Wilson, passed.

Lunch was served; Council Meeting in recess for lunch at 12:21 p.m. Meeting reconvened at 12:34 p.m.

NY Junior BPA Report Daisy Trowbridge sent her report in, a summary of the minutes from the Jr. October meeting. They held discussions about upcoming semen sale; incentive points due by Dec 1st; Seedway Headquarter tour Dec 14; next junior meeting at NYBPA annual conference on Feb 9; NY Farm Show Feb 27-29; and that the Spring Preview was good. Ted Card shared that Andy and Taylor Hoelscher have submitted their joint resignation as NYJBPA Junior Directors after the 2020 Annual Conference. Discussion was held regarding filling those roles moving forward.

Beef Council Report Pete Lehning shared that the dietician position is open, they have a new staff member, Bryan Washburn, filling a Social Media Coordinator.

BQA Report Mike Baker shared about the BQA Transportation certification (only needed if they drive on the property of JBS or Cargill, at this time). He shared that BQA certification meetings are consistently attended by new and re-certification members. Ted Card joined the BQA Advisory Group.

Empire Farm Days Report John Kriese discussed the new building at EFD and the effect of that change rippling into livestock equipment companies and others. John noted that he feels the Runnings/Powder River pending agreement is only the beginning of future partnerships. He shared that food sales have been good and we've been selling out. He shared the volunteer cohort was impressive this year with many volunteers as well as several junior volunteers. John wants to investigate utilizing certified beef by specific breeds (Hereford, Angus, etc) to try and better market it. Dates for 2020 have changed to July 29-31 (Wed-Fri). Discussion was held. Kathi Wagner thanked John for his efforts and dedication to running our portion of Empire Farm Days.

Herd Builder Sale Report Brenda shared that we will be promoting the sale separately from Trowbridge Farms to avoid conflict and confusion from the buyers and sellers about coordinators of the sale. Phil Trowbridge shared that the format will be changing slightly so that will be better.

Guest Speakers/Presentations:

Jean O'Toole and Bryan Washburn, NY Beef Council Update

Jean shared there is a newsletter, The Drive, produced by the Check-Off Dollars; updated that the plant-based protein is a discussion, but it is not our biggest competitor (chicken is); Real Meat Act; Northeast Beef Promotion Initiative is doing a social media campaign for Nov and Dec to share thanks to the consumers. Jean shared an update about the R-Calf litigation; it is with the magistrate right now; concern over doing an "opt-in" instead of an "opt-out" for check-off dollars.

Jean shared an update on state funding: South Dakota, funding beef farm tours, social influencers and blogger tours, school programs; Iowa, funding social media and Bryan's position; Kansas and Nebraska, funding our nutrition program; and working with Idaho for a tour. Cindy Phillips, dietician, is no longer employed by the NYBC. Katherine has been working on virtual reality farm tours for K-12 youth. Jean met with the Beef Cattleman's board and that the NYBC will be managing the National Veal Account Request for 2020. Team Beef Curling Club will be featured on Cattleman to Cattleman (on TV in January), supported by Iowa BC.

President's Report Phil Trowbridge shared he's been to several BQA meetings (two recently had 22 and 49 attendees). We had a great junior show in Cobleskill, lots of juniors in attendance.

Regional Reports

- 1: Tyler Strub – fairly quiet, will plan annual meeting soon
- 2: Amanda Dackowsky – 10 events coming up; meet your farmer event on Tues; will schedule a meeting in January; BQA event with 38 attendees
- 3: Dave Wilson – Seneca producer meeting Wed night; talking with Finger Lakes Livestock to schedule BQA and BQA-T trainings (Jake Martin shared Jim and Mary Fravil have attended every tour that Mike Baker has coordinated)
- 4: Barb Benjamin – attended cattle handling clinic; annual meeting is March 21 or 28
- 5: Tim Pallokat – Dec 2 BQA in Auburn; new CCE staff in Cayuga; planning a meeting in March
- 6: Ben Brooks – want to put together a farm tour next year; several members just attended angus convention; scheduling a meeting soon
- 7: Melissa Spence (via Brenda) – held several workshops and events; Hoof to Harvest; BQA Transportation Training; BQA workshop; Basic Cow Reproduction 101
- 8/9: (no report) – Levi Geier, USDA Market News Membership, did a presentation
- 10: Amanda Larrabee – plan on meeting in January
- 11: Nanette LaTourette – Unadilla BQA last month; no meeting scheduled yet
- 12: Kevin Jablonski – BQA on Oct 12 at Cambridge Valley Livestock; looking to schedule a BQA Transportation in 2020; Winter Green-Up Conference on Jan 25; Phil Trowbridge received Friends of Extension Award
- 13: Doug Giles – planning meeting in December; annual meeting hopefully in January with a junior focus

Brenda requested all annual meetings are scheduled by end of March; in December Brenda and Julie will send all regions their updated lists of current members.

Old Business

Supreme Program Brenda Bippert shared that Purina has already renewed their support of our Supreme Program and submitted their financial commitment. County chair sponsors for 2020 are NY Simmental Association and Trowbridge Angus; Runnings agreed to sell us the chairs for \$20 each.

2020 Annual Winter Conference Brenda Bippert shared Kent Nutrition will be sponsoring the Photo Contest again; we are doing a hands-on program on forage samples through DairyOne; John Kriese will be coordinating a hands-on clinic to make six calf-warming boxes that will be auctioned off. Brenda shared a tentative schedule of the conference weekend; discussion was held.

New Business

NY Farm Show Tim Pallokat will be organizing the animal display, possibly along with Megan Andersen. Brenda will be asking juniors to do presentations on Saturday. John Kriese agreed to organize the Hot Beef Sundaes.

Western NY Farm Show Brenda Bippert inquired to Regions 1 and 2 if they would like to be there and coordinate hot beef sundaes; Brenda will be paying for a 10x10 spot for the NYBPA display.

Future Jr. Beef Shows Brenda shared that there is a big communication gap between all associated; there are issues with hotels and the fairgrounds, as discussed earlier in the meeting with Ben Weikert. Brenda read correspondence

from Adam and Cindy Hay against moving the shows. Discussion was held; possibly create an educational weekend retreat for the juniors.

Other issues and concerns

NCBA partnership provides us with a full conference registration in San Antonio, TX, this year; this is available to any one council member to utilize.

Runnings and Powder River Sponsorship Deal – A motion was made by Tim Pallokat for the Executive Secretary and President to negotiate with Runnings and Powder River on behalf of the NYBPA for a five-year advertising deal in exchange for the corral panels and design, seconded by Doug Giles, passed.

Next Meeting February 9, 2020 at 9:00 am at Embassy Suites Syracuse - Destiny USA, 311 Hiawatha Blvd., Syracuse, NY

Doug Giles moved to adjourn the meeting, Tim Pallokat seconded, passed.
Meeting adjourned at 3:23 p.m.

Nomination Committee to meet for Annual Awards immediately following adjournment.

Respectfully submitted,

Julie Murphy
NYBPA Secretary