

New York Beef Producers' Association Council Meeting Minutes

March 30, 2019

Dairy Farmers of America, East Syracuse, New York

Present: Phil Trowbridge, Ted Card, Julie Murphy, Brenda Bippert, Mike Baker, Kevin Jablonski, Barb Benjamin, Ben Brooks, Marissa Phelps, Dave Wilson, Nanette LaTourette, Donna Stone, Amanda Dackowsky, Sarah Hardy, Craig Southworth, Jean O'Toole, Skip Lear.

Meeting was called to order by President Phil Trowbridge at 10:06 a.m.

A quorum was established.

Dave Wilson made a motion to approve the agenda as submitted, seconded by Kevin Jablonski, passed.

Brenda Bippert shared there was an additional "Motion passed." noted in the Treasurer's report. Julie Murphy shared that was a typo; a revised copy of the minutes removing that statement will be resubmitted to the Executive Secretary. Kevin Jablonski made a motion to accept the minutes with the additional edit from the January 20, 2019 council meeting, seconded by Barb Benjamin, passed.

Treasurer's Report Kathi Wagner was unable to attend the meeting, but called in via phone to discuss the report. The council was presented the NYBPA Financial Report and asked for any questions on the Financial Report as presented. Discussion was held regarding the Junior Calendar Expenses; the Accounting Services Income; Miscellaneous Income; and Sponsor Income. A copy of the report is included with these minutes. Motion made by Dave Wilson to accept the Treasurer's report, seconded by Barb Benjamin, passed.

The council was presented a Financial Report for the 2019 New York Farm Show and asked for any questions on the NY Farm Show Financial Report as presented. The NY Farm Show had income of \$14,958.00 and expenses of \$8,679.21, resulting in an income of \$6,278.79. A copy of the report is included with these minutes. Motion made by Dave Wilson to accept the Treasurer's 2019 NY Farm Show report, seconded by Craig Southworth, passed.

The council was presented a Financial Report for the 2019 Annual Conference and asked for any questions on the Annual Conference Financial Report as presented. The Annual Conference had income of \$22,871.73 and expenses of \$23,195.28, resulting in a loss of \$323.55. A copy of the report is included with these minutes. Brenda Bippert informed us that she shared the feedback of the conference surveys with the Education Committee. She also discussed that we have several pending quotes for hotels for the upcoming Annual Conference. Kathi Wagner requested that a date be set for the next Finance Committee meeting. Motion made by Ben Brooks to accept the Treasurer's 2019 Annual Conference report, seconded by Donna Stone, passed.

Beef Council Report Jean O'Toole shared the Beef Council has attended several regional meetings, and is willing to reach out to more if additional regions are interested. Last weekend they coordinated a Top of the Class program. Cindy presented in front of 30 medical professionals, and taught them about healthy protein habits; March was National Nutrition Month so she took part in several presentations around the state. The "Best Burger Contest" is launching on Monday. Jean created a veal virtual reality tour; and is organizing several events with local schools, blogger events, STEM educator tours, and four farm tours. Katherine and Jean are presenting a farm-to-fork event in April. At NY State Fair, they are working to pair up local media with exhibitors to discuss agriculture and have them present cattle in the show ring. Gate 10 will now be the second-largest use entrance for the fairgrounds, so they are in conversation with the fairgrounds regarding signage and promoting beef adjacent to the fair entrance. Jean is requesting volunteers to help work in rotating shifts at the beef display in the Beef Barn, and asking regional chairs to contact their region members.

Jean then shared background and an update regarding the R-Calf lawsuit. As of November, NY Beef Council was included into the lawsuit and have signed a memo of understanding. Everyone currently is in discovery right now,

gathering information. All their correspondence and protocols are reviewed and approved by the USDA. A decision should be made by the end of the calendar year between R-Calf and the USDA. Jean also shared that the Mayor of NYC declared a new policy of Meatless Monday starting Fall 2019. NCBA has been enlisted to help in discussing the policy as well as the education portion (Check-Off Dollars). A letter is available for us to modify and personalize in response to this policy, but should not be used in social media.

Jean is encouraging all members to like and comment, as well as share, social media posts. She would like to see everyone be more actively involved electronically. Jean also shared the Beef Cut Puzzle and Stamp program is being made more readily available for our use. A complete set could be purchased for approximately \$106; she's encouraging regions to purchase a set to be used for events, 4-H programs, etc. Lastly, Jean met with the Ag and Markets Department and is in discussion to create a Ground Beef Summit; they are continuing discussions now with the Governor.

Advisor's Report Mike Baker shared that the Animal Science department was searching for a new chair; unfortunately, the candidate and the dean could not come to an agreement. Therefore an internal candidate will be chosen. Mike encourages regions to attend Stocker Webinars; producers are sharing experiences and there has been a lot of positive feedback. USDA livestock pricing reports, funded by a grant expiring in a year, are back online now. A report is being compiled regarding all New York meat processing plants, with a purpose to explore our current USDA packing plants.

President's Report Phil Trowbridge discussed his attention to the Meatless Monday issue, and has sent several letters. The impact of this on the beef industry will be huge; the primary thing he wants to get across is that he feels Meatless Monday is doing a disservice to the youth. Phil shared that he's attended several regional meetings so far this year; Ben Brooks thanked Phil for attending the regional meetings and shared that it means a lot to have him in attendance.

Executive Secretary's Report Brenda Bippert has 702 paid members currently on the membership list. PayPal worked well this year for paying dues. Directory is at the printers right now, and will be mailed out to all members soon; cover photo is Sarah Hardy's daughter (winner of the photo contest). Some regions have reached out to Brenda regarding t-shirts and hats, and possibly including region numbers on them and selling them as a fundraiser. Further discussion was held regarding approximate cost and turn-around time. Brenda commented that our website currently is not multi-device compatible, and in talking with our website manager, has determined that to modify our current website would be \$425. Discussion was held regarding creating a QR code as well to increase website traffic. A motion was made by Ben Brooks to update the website to be multi-device compatible and to look into creating a QR code, seconded by Nanette LaTourette, passed

Brenda shared that there were several pieces of correspondence. All correspondence was read: thank you from Patrick Coombe (scholarship winner); thank you from Sarah Osborne (scholarship winner); thank you for award and recognition at Annual Conference from Commissioner Richard Ball; thank you for award at Annual Conference from Dr. David Smith; Dairy Cow Birthing Center is requesting to rent our gates again this year; Dave McElhory (AllFlex) discussing the acquisition and tax credits of 840 RFID tag readers; Eldon White has reached out to offer services for formal strategic planning, staff coaching, membership recruitment, etc. Discussion was held regarding our newsletter (digital vs. hard-copy). A motion was made by Skip Lear approving the Birthing Center to utilize our gates during the NY State Fair, seconded by Kevin Jablonski, passed.

NY Junior BPA Report Phil Trowbridge shared an update on behalf of the junior association. Current balance in the junior account is \$21,820.84; they currently have 201 families as paid members of the junior association; educational committee wants to create more programs to increase participation; stipends for the junior directors; Spring Preview is April 26-28 at Genesee Fairgrounds in Batavia; Fall Festival dates still to be determined; achievement program is being re-evaluated and under discussion. Discussion was held regarding Junior Director Stipends/Expenses. Discussion was held regarding region lists being sent to chairs with current junior member information; Brenda and Julie plan to email updated member lists (adults and juniors) in April.

Lunch was served; Council Meeting in recess for lunch at 12:04 p.m. Meeting reconvened at 12:48 p.m.

BQA Report Mike Baker shared about Curt Pate's presentation. Processing of finished cattle will need to be BQA certified if processed through JBS; Cargill is currently not enforcing that. BQA Transportation policies will be in effect at processing plants soon; trainings are occurring for the farmer haulers. Dave Wilson shared that Finger Lakes Livestock Exchange held a BQA training for 96 attendees; most were first-time certification. Craig Southworth is actively working to coordinate a training at the Runnings store in their region. Next Advisory meeting is May 16 in Geneva.

Empire Farm Days Report The Finance Committee has determined that we should still be renting the tent and provide a live animal display. Brenda shared there will be a handling demonstration, including a platform scale. Discussion was held regarding profit/loss of food production; BBQ sandwich vs. beef sundaes. Julie Murphy noted that members should be on the lookout in July for an online volunteer sign-up form to help serve in the BBQ tent or to contact John Kriese directly.

Herd Builder Sale Report Phil Trowbridge shared they are nearly done getting ready for the sale. There are 35-40 cattle at this time; the sale catalog should be finalized next week; AllFlex is donating sale tags to be used.

Regional Reports

- 1: Skip Lear – meeting on March 13; had Multimin do a presentation; 58 attendees; most members in favor of raising dues
- 2: Amanda Dackowsky – meeting on Feb 9; Dave Wilson gave presentation on vaccinations and BQA; had several other presenters including Jean O'Toole and a discussion about testing forage samples, with a follow-up meeting to discuss the results; 72 attendees; three scheduled BQA events happening in their region this year
- 3: Dave Wilson – meeting on Feb 27; 28 attendees; Ben Scott nutritionist gave presentation
- 4: Barb Benjamin – meeting on March 23; 40 attendees; Guy Hammond and Laverne Warner gave presentations; held discussion about member dues
- 5: Donna Stone – meeting on March 15; 39 attendees; Mike Baker gave a BQA presentation; discussed coordinating farm tours and BQA events; Katherine Brosnan gave a Beef Council presentation
- 6: Ben Brooks – meeting on March 2; had Jean O'Toole and FSA do presentations; working to coordinate a farm tour; ~30 attendees; in favor of raising dues
- 7: (no report)
- 8/9: Craig Southworth – working on scheduling their annual meeting
- 10: Sarah Hardy – meeting on April 10 (with Region 11) at SUNY Cobleskill; marketing round-table discussion with Phil and others
- 11: Manette LaTourette – (see Region 10 note)
- 12: Kevin Jablonski – had a meeting in December, but looking to schedule next meeting possibly on April 30; Rich Brown as possible speaker; Ashley (CCE) looking into hosting BQA event in Cambridge
- 13: (no report)

Old Business

Environmental Stewardship Award Brenda commented that we submitted Tim Pallokat and his farm to the national nomination.

Empire Farm Days Plaque/Banner Discussion was held, continuing the conversation from the January Council Meeting, regarding creating a banner to display all the supporters of the Raise The Roof Campaign. A motion was made by Kevin Jablonski to create multiple poster boards to thank the contributors to the Raise The Roof Campaign, seconded by Nanette LaTourette, passed.

2020 Membership Dues Phil Trowbridge shared that at many regional meetings, the broader association seemed amenable to increasing the member dues. Discussion was held regarding cost amounts. A motion was made by Kevin Jablonski to increase the adult association membership fee to \$50, seconded by Skip Lear, passed.

New Business

2020 Annual Meeting Hotel Quotes Brenda Bippert shared that there are issues with our current hotel (Double Tree Hotel) so we are looking into various options for the 2020 Annual Conference. Embassy Suites has submitted a proposal for our review. Discussion was held regarding a featured speaker; how to attract more attendees to the conference; overall cost to attend; educational topic to incorporate cross-bred producers; floorplan layouts for vendors. Discussion was held regarding the Del Lago Resort Casino as a venue; Brenda will look into it further.

Cattleman's Beef Board (CBB) Nomination Brenda Bippert shared that Rich Brown is the currently elected holder, and we have been asked to gather letters of support for his nomination to continue holding it for another three-year term. Discussion was held.

2019 Yearly Calendar List of upcoming events:

April 1: Articles due for May/June Newsletter and/or Country Folks

April 13: Cow/Calf On The Farm Workshop, Thunder View Farms, Grahamsville, NY

April 26-28: NYJBPA Spring Preview, Batavia, NY

May—Beef Month

May 1: Articles due for Country Folks

May 4: NYBPA Herd Builder Female Sale, Finger Lakes Livestock Exchange, Canandaigua, NY

May 11: Show It Livestock Clinic

June 1: Articles due for July/August Newsletter and/or Country Folks

June 13: Background Beef Cattle, CN Tommell Cattle Company, Berne, NY

July 1: Articles due for Country Folks

July 11: All About Stockers, Diamond Hills Farm, Hudson, NY

July 31: 2020 NYJBPA Calendar Ads due

August 1: Articles due for September/October Newsletter and/or Country Folks

August 5: Empire Farm Days, Set-up, noon

August 6-8: Empire Farm Days, Seneca Falls (volunteers contact John Kriese 315.856.0234)

August 9: Seedstock Beef Production, Trowbridge Farms, Ghent, NY

August 21-September 2: NY State Fair

August 27: Beef Day, NY State Fair (volunteers contact Brenda Bippert 716.870.2777)

2019 Council Meeting Dates: August 7, 2019 4:30pm at Empire Farm Days, Seneca Falls
 November 9, 2019 10am at Dairy Farmers of America, East Syracuse

Other issues and concerns

Dave Wilson asked if it is possible to receive copies of the minutes and reports in advance of the meeting.

Discussion was held regarding posting the Council Meeting Minutes and By-Laws on our website, it was determined that they are both appropriate to post online.

Next Meeting August 7, 2019 4:30pm at BBQ Tent, Empire Farm Days, Seneca Falls

Amanda Dackowsky moved to adjourn the meeting, Donna Stone seconded, passed.

Meeting adjourned at 2:08 p.m.

Respectfully submitted,

Julie Murphy

NYBPA Secretary