

FINAL MINUTES
Virginia Cattle Industry Board
Friday, June 19, 2020
WebEx Online Platform

This meeting was held electronically via WebEx on Friday, June 19, 2020 during the Governor's declared state of emergency due to the COVID-19 pandemic making it unsafe for the public body to assemble in a single location.

A recording of the meeting is available:

<https://covaconf.webex.com/recordingservice/sites/covaconf/recording/play/634fa2b3a43c4d31a3e6d8941c6c87bf>

Password: rWkdpp7A

Members Present

Andy Smith
Matthew Hill
Perry Huffman
Cecelia Moyer
Steve Furrow
Bill Tucker
Richard Lloyd
Buddy Shelton
Paige Pratt
David Coleman

Members Absent

Jared Burner

Others Present

Willie Morris, Program Liaison
Guillermo Maquivar, VDACS
Melissa Ball, VDACS

Call to Order

Chairman, Andy Smith, called the meeting to order at 10:00 AM.

Minutes

A motion was made by R. Lloyd to approve the draft minutes of the February 21, 2020 meeting. The motion was seconded by S. Furrow and the motion was approved unanimously.

Treasurer's Report

Financial Summary (July 1, 2019 - May, 31 2020):

Cash Balance 6/30/2019: \$134,069.55

Income: \$269,165.63 (\$265,395.93 are from Taxation, \$3,769.70 is interest collected)

Expenses: \$11,438.41

Cash Balance 5/31/2020: \$391,796.77

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Committed/Unpaid Expenses: \$3,300.00 (Logo and Strategic Planning)
Unobligated Balance: \$388,496.77

B. Tucker made a motion to approve the treasurer's report and C. Moyer seconded. The motion was approved.

Mini Grant Application Review:

The board reviewed the following grant proposals:

NUMBER	TITLE	ORGANIZATION	PROJECT LEAD	TYPE	AMOUNT
					PROPOSED
21-1	Intern Position	Eastern VA Cattleman	Haile	n/a	n/a
21-2	Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants	VCE / VT Animal & Poultry Sciences Dept	Carter	YD / E	\$ 5,000.00
21-3	Creep-Grazing Brassica and Small Grain Forages for Fall-Born Calves	Shenandoah Valley Ag Research & Extension	Pent	R	\$ 6,816.00
21-4	Filling the Forage Gap with Annuals: Educating Grazing Producers to Increase Profitability and Sustainability	American Farmland Trust	Gilley	E	\$ 9,973.40
21-5	Abingdon Feeder Cattle Association Feeder Calf Traceability Project	Abingdon Feeder Cattle Association	Jessee	MD / P	\$ 10,000.00
21-6	Augusta County 4-H/FFA Market Animal Show Steer Ultrasound Carcass Contest	VCE - Augusta County	Benner	YD	\$ 800.00
21-7	CVCA's Pennsylvania Feeder Calf Marketing Social	Central Virginia Cattlemen's Association	Hopkins	MD	\$ 3,000.00
21-8	Exploring and Improving Cattle Marketing in Virginia through Travel & Case Study	Virginia Cattlemen's Association	Fitzsimmons	E	\$ 8,809.09
					\$ 44,398.49

Grant Discussion

21-1

The board did not approve the Eastern Virginia Cattlemen's Association grant. They requested a detailed application be completed and re-submitted for consideration.

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21-2

The board unanimously approved the Virginia Cooperative Extension Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants grant at \$5000.00.

21-3

The board unanimously approved the Shenandoah Valley AREC grant Creep-Grazing Brassica and Small Grain Forages for Fall-Born Calves at \$6816.00.

21-4

*The board unanimously approved **tabling** the American Farmland Trust grant Filling the Forage Gap with Annuals: Educating Grazing Producers to Increase Profitability and Sustainability. The board asked staff to reach out to Jacob Gilley gather more information regarding the request.*

21-5

The board unanimously approved the Abingdon Feeder Cattle Association Feeder Calf Traceability Project grant at \$10,000 given that the grantee provides more information regarding tag, software and reader cost breakdown, better define the travel budget and require dissemination of their findings statewide. M. Hill and P. Pratt abstained from voting due to conflicts of interest.

21-5A

B. Tucker moved to fund an additional \$2000 to support producer groups not within the Abingdon Feeder Cattle Association to be a part of the fact-finding mission, S. Furrow seconded the motion. Producer groups / associations interested in attending can apply for those funds with an application that will be reviewed and approved by the chairman or vice-chairman of the VCIB. The motion was approved unanimously.

21-6

*The board unanimously moved to **table** the Augusta County 4-H/FFA Market Animal Show Steer Ultrasound Carcass Contest grant. The board asked staff to reach out to John Benner to expand the grant beyond one county.*

21-7

The board unanimously approved the Central Virginia Cattlemen's Association Pennsylvania Feeder Calf Marketing Social at \$2500. R. Lloyd abstained from the vote.

21-7A

S. Furrow moved to allocate \$2500 annually to any cattlemen's association currently marketing Virginia cattle to market and promote those cattle; all funds can be requested through submission of an application and will require the associations to promote all Virginia cattle sales. D. Coleman seconded the motion, the motion carried.

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21-7A

P. Pratt moved to amend S. Furrow’s motion to allocate \$2500 annually to any regional/county cattlemen’s association currently marketing Virginia cattle to market and promote those cattle; all funds can be requested through submission of an application. R. Lloyd seconded the motion, the motion was approved unanimously. Note that 21-7 (Central VA Cattlemen’s Association’s project will be funded within this budget category).

21-8

The board unanimously approved the Virginia Cattlemen’s Association Exploring and Improving Cattle Marketing in Virginia Through Travel and Case Study at \$8809.09 given that VCA encourages participation from every district in the state in addition to encouraging other influencers to attend including VDACS Livestock Services staff and market operators. P.Pratt abstained from voting.

21-8

B. Tucker moved to fully fund the VCA project and asks that the association encourage participation from every district in the state, in addition to encouraging other influencers to attend (including VDACS Livestock services staff and market operators). S. Furrow seconded the motion, motion carried. P. Pratt abstained from voting.

Grant Funding Summary:

	TITLE	ORGANIZATION	PROJECT LEAD	TYPE	AMOUNT PROPOSED	AMOUNT FUNDED
21-1	Intern Position	Eastern VA Cattleman	Haile	n/a	n/a	\$ -
21-2	Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants	VCE / VT Animal & Poultry Sciences Dep't	Carter	YD / E	\$5,000.00	\$5,000.00
21-3	Creep-Grazing Brassica and Small Grain Forages for Fall-Born Calves	Shenandoah Valley Ag Research & Extension	Pent	R	\$6,816.00	\$6,816.00
21-4	Filling the Forage Gap with Annuals: Educating Grazing Producers to Increase Profitability and Sustainability	American Farmland Trust	Gilley	E	\$9,973.40	\$0.00
21-5	Abingdon Feeder Cattle Association Feeder Calf Traceability Project	Abingdon Feeder Cattle Association	Jessee	MD / P	\$10,000.00	\$10,000.00
21-5a	Calf Traceability Travel	State-wide Cattle Associations	TBD	MD / P	N/A	\$2,000.00

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21-6	Augusta County 4-H/FFA Market Animal Show Steer Ultrasound Carcass Contest	VCE - Augusta County	Benner	YD	\$800.00	\$0.00
21-7	CVCA's Pennsylvania Feeder Calf Marketing Social	Central Virginia Cattlemen's Association	Hopkins	MD	\$3,000.00	\$2,500.00
21-7a	Regional and County Cattlemens Associations (currently actively marketing cattle) Feeder Cattle Promotion Fund (\$2.5k per group)	Mult.	TBD	MD	N/A	TBD
21-8	Exploring and Improving Cattle Marketing in Virginia through Travel & Case Study	Virginia Cattlemen's Association	Fitzsimmons	E	\$8,809.09	\$8,809.09
					\$ 44,398.49	\$ 35,125.09

New Business:

Display

The board discussed having signs (banners and/or pop-up displays) created that can be used at events that are sponsored through VCIB. R. Lloyd moved to have Willie Morris work through Procurement to obtain a quote and purchase three roll-up banners and three manually hung banners for a not to exceed \$5,000. S. Furrow seconded the motion and the motion carried unanimously.

Officers

Jared Burner has asked to be replaced as Treasurer of the Board. Officer elections will be held at the September meeting.

Public Comment:

None

Adjourn:

Andy Smith declared the meeting adjourned at 1:10 PM.