

**Virginia Cattle Industry Board
Grant Reporting**

Final Report

8/30/22

Project Lead: John R. Haile, EVCA Secretary Treasurer
Organization: Eastern Virginia Cattlemen Association, Inc.
Email: Elton@Bealenet.com
Grant Number: 22-5a

Title: Market Development for Tidewater Beef Cattle
Project Type: Market Development

Original Funding Amount: \$2500
Remaining Balance: \$0.00

Objectives and Results: The original proposal was three-fold:

1. Assessing Tidewater cattle producers production and marketing practices.
2. Determining producer interest in positive marketing alternatives.
3. Developing a plan for implementing enhanced production and marketing strategies.

We completed all three objects.

1. By mail we canvassed 430 area beef producers yielding 40 returned data sheets. Not even 10%, but it is reasonable to assume all 430 producers would have the same percent results.
2. 57.5% positive responders want help. 47.5% negative responders want to continue marketing as is. But the positive responders are there for us to pursue advanced marketing. Even the Buckingham sale started with one load of calves.
3. The four most enlightening facts learned from the 40 data sheets:
Producers...
 - a. Welcome help in marketing
 - b. Sell 1452 calves yearly
 - c. Sell at seven markets
 - d. Sold 142 VQA calves

The 10% rate for VQA calves told us that we need to: first promote VQA, second pursue pot loads, and third seek grants for an Eastern Virginia commingling facility.

Overall Benefit for Virginia Cattle Industry:

430 Tidewater Beef Producers received a letter informing them that the Virginia Cattle Industry Board awarded EVCA \$2500 of their check off dollars to help marketing of calves from Eastern Virginia. Much work needs to be done to unite producers in marketing calves and to promote value added (VQA) calves. Then they will receive better prices and less trucking and marketing fees.

Activities Associated with Project:

11-21-2021	EVCA B of D meeting	Approved the grant challenge Approved cover letter and data sheet Appointed steering committee	Delayed start due to faulty outreach and membership list
2-10-2022	Mass Mailing	VCIB grant info & data sheet request	40/430 responded
3-26-2022	BQA Training Meeting	EVCA info and market dates distributed	Some 30 certificates were earned
4-19-2022	Steering Committee Meeting	We reviewed data sheets and planned thank you contacts	We realized VQA numbers were low We called all responders
8-11-2022	Extension and EVCA Education Field Day	Grading by state grader Health by veterinarian	Explained EVCA marketing plan
8-16-2022	Breakfast Meeting with Data Sheet Responders	Told how we can proceed with added value calves (VQA)	Only 11 out of 40 responders attended
8-27-2022	Purchased 300 VQA Tags	To jumpstart VQA marketing in 2023	Because of money not spent on 8-16-2022 meeting

Lessons Learned:

The efficient services of Barbour Printing should have been utilized earlier. They were skilled at printing, folding, stuffing, and mailing. But most impressive was their computer savvy skills. Telephone invitations only to the 8-16-2022 meeting contributed to low attendance. We will use mail and follow up emails next time.

Future Work:

We learned this year that we cannot push potload sales without first having value added calves (VQA). Promoting VQA is not new for the EVCA. We had the first VQA only sale in Virginia some 30 years ago and up until the Fredericksburg Livestock Exchange closed in 2019, we found sponsors to pay for tags and vaccines for producers who would sell VQA. So again, we embrace the challenge to promote VQA and planned our recently approved grant for 2023 on that one effort.

Region: District V- Northern Piedmont

Virginia Cattle Industry Board Grant Reimbursement Request

Final Budget and Justification:

Date	8/30/22
Grant #	22-5a
Request #	1

Organization	Eastern Virginia Cattlemen Association, Inc.			
Street	460 Latanes Mill Road			
City, State, Zip	Tappahannock, VA, 22560			
Phone & Email	(804) 514-4820 Elton@bealenet.com			
Federal ID	546052522			
Item # Budgeted Amount Balance This Request New Balance				
Personal	\$0.00	\$0.00	\$0.00	\$0.00
Fringe (Food)	\$0.00	\$0.00	\$626.63	\$0.00
Travel	\$1,000.00	\$1,000.00	\$0.00	\$0.00
Supplies & Materials	\$500.00	\$500.00	\$600.00	\$0.00
Contractual	\$1,000.00	\$1,000.00	\$1,516.92	\$0.00
Other	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$2,500.00	\$2,500.00	\$2500.00 *	\$0.00

*Actual Total is \$2,743.55, however, we only request \$2,500.00 be granted.

2-10-2022	Mass Mailing	\$247.79	Builders Service	Contractual
		\$716.52	Barbour Printing	Contractual
3-26-2022	BQA Training			
	Mailing	\$214.37	Barbour Printing	Contractual
	Printing	\$84.24	Barbour Printing	Contractual
	Food	\$311.63	Various	Fringe
	Building Rent	\$200.00	K&Q Ruritan	Contractual
4-19-2022	Steering Committee Meeting			
	Food	(\$112.93)	Paid for by Merck	
	EVCA membership credit for responders	(\$575.00)	Paid for by Merck	
8-11-2022	Grading & Health Field Day Donation	\$150.00	Treasurer, VT	Fringe
8-16-2022	Breakfast Meeting with Data Sheet Responders	\$165.00	Horne's Restaurant	Fringe
8-27-2022	VQA Tags	\$600.00	VCA	Supplies

Total: \$2,743.55