

Final Minutes
Virginia Cattle Industry Board
July 20, 2023 - 10:00 AM
The Etgen Center
Blacksburg, VA

Presiding: Bill Tucker, Chairman

Roll Call:

Members Present

Andy Smith
Bill Tucker
Bob Threewitts
Richard Lloyd
Buddy Shelton
Nick McNeil
David Coleman
Cecilia Moyer
Perry Huffman

Members Absent

Matthew Hill
Julia Jones

Staff Present

Matthew Sponaule, VDACS Liaison
Tracy Fitzsimmons, VDACS

Others Presents

Jordan Wicks – VT
Brandon Reeves – VCA
William Morris – VCA

Alexis Wivell - VT
Jocelyn Bodmer - VT

Public Comment

There was no public comment

Grant Updates:

Jordan Wicks and Alexis Wivell provided a short presentation updating the group on the status of the Virginia Tech Meat Center and ongoing projects funded through VCIB grants. The Meat Center will host the Beef Up short course on July 27-29, educating students from around the state about different topics pertaining to the local meat industry. Subjects will span from meat cutting, to evaluating carcasses and marketing product. This grant was funded by the VCIB as Grant 23-1B *“Building Capacity and Food Security: Expanding the Meat Processing Education in the Commonwealth.”*

Stephanie Weiss provided an update pertaining to grant 23-5B *“Meet Virginia Cattle Producers – Promotional Video”* and grant 23-4B *“Virginia Beef & Cattle Module.”* via email. The Board viewed a short you-tube video highlighting the six part series that the Virginia Beef Council developed with support from the VCIB. The video series was aired on television ads around the state as well as a multi-faceted social medial campaign including Facebook, Instagram, and YouTube. Over one million homes were reached through the television ads and over 60,000 impressions were made on social media thus far. The Beef Module is completing design work and set to be installed soon. The Module is on track to be rolled out at the Virginia State Fair.

Financial Report

Richard Lloyd reviewed the financial report as presented below:

The FY 22-23 budget was then presented as:

Summary:		
Cash Balance:	June 30, 2022	\$1,038,486.37
Receipts through:	May 31, 2023	\$274,157.37
Interest through:	May 31, 2023	\$11,747.18
Expenditures through:	May 31, 2023	-\$196,743.22
Cash Balance:	June 13, 2023	\$1,127,647.70
Committed / Unpaid (Grants):	May 31, 2023	\$420,443.08
Committed / Unpaid (Admin)	May 31, 2023	\$15,803.30
Funds available for allocation:	June 13, 2023	\$691,401.32

A motion to approve the financial report was made by Lloyd, 2nd by Shelton. The motion passed.

Approval of Minutes

Lloyd moved to approve the draft minutes of the February 9, 2023 meeting as well as the April 13, 2023 meeting. The motion was seconded by Shelton and the motion was approved unanimously.

NEW BUSINESS:

Action on Grant Proposals

The Board reviewed the following grant submissions:

NUMBER	TITLE	ORANIZATION	TYPE	AMOUNT REQUESTED
24-1	Multiplying Marketing Opportunities	Pittsylvania Countyu Cattlemen's Association	Market Development	\$2,500.00
24-2	Does Implanting Nursing Calves Impact Cow Weight and Body Condition? Part 2: Does Implanting Calves Improve Cow Calf Profitability?	VCE - Augusta Co	Research / Education	\$4,000.00
24-3	Optimizing Processing Conditions for High-Quality Tender Beef	Virginia Tech	Research	\$30,000.00
24-4	Southwest Virginia Beef Cattle Production - From the Soil, To the Grass, To the Beef	Scott County Cattle Associaiton, Inc.	Education	\$7,710.00
24-5	Central Virginia Cattlemen Association Special VQA Sale in New Holland, PA	Central Virginia Cattlemen Associaiton (CVCA)	Marketing	\$2,500.00
24-6	Southwest Virginia 4-H Education Center 4-H Livestock Camp	Southwest Virginia 4-H Education Center	Youth Development	\$6,150.00
24-7	Virginia Beef Center of Excellence Operational Funds and Materials	Virginia Tech	Education	\$9,264.00
24-8	Cattlemen's Boot Camp Program: Giving Beef Producers Hands-on Opportunities for Educational Growth that Meet Producer's Needs	Virginia Tech	Education	\$4,603.00
24-9	Market Development for Tidewater Beef Cattle III	Eastern Virginia Cattlemen Associaiton, Inc. (EVCA)	Market Development	\$2,500.00
24-10	Cow Reproduction Bootcamp for Far Southwest Virginia	Lee County Livestock Association	Education	\$2,613.50
24-11	2024 VA Cattle Industry Outlook	Virginia Cattlemen's	Education	\$10,000.00

		Association (VCA)		
24-12	VCA Internship Program	Virginia Cattlemen's Association (VCA)	Youth Development	\$10,000.00
24-13	Cattle Producer Education Program Grant	Virginia Cattlemen's Association (VCA)	Education	\$5,000.00
24-14	VA Cattle App Promotion	Virginia Cattlemen's Association (VCA)	Promotion	\$20,000.00
24-15	VA Cattle Marketing and Promotion - Ontario Trip	Virginia Cattlemen's Association (VCA)	Market Development / Promotion	\$12,275.00
24-16	Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants	Virginia Tech	Youth Development / Education	\$6,500.00
24-17	Building Knowledge, Confidence, and Future Industry Leaders - Virginia Youth Livestock Educational Contest	Virginia Tech	Youth Development / Education	\$5,000.00

Total = \$140,615.50

The Board discussed and voted on each grant submission individually. After minimal discussion, the following grants were passed as written with a unanimous vote:

Grant# 24-1: *“Multiplying Marketing Opportunities”* (motion by Shelton; Lloyd 2nd) Shelton sustained from the Vote.

Grant# 24-2: *“Does Implanting Nursing Calves Impact Cow Weight and Body Condition? Part2: Does Implanting Calves Improve Cow Calf Profitability”* (Motion by Threewitts; Smith 2nd)

Grant# 24-4 *“Southwest Virginia Beef Cattle Production – From the Soil, To the Grass, To the Beef”* (motion by Shelton; Huffman 2nd)

Grant# 24-5: *“Central Virginia Cattlemen Association Special VQA Sale in New Holland, PA”* (motion by Huffman; Lloyd 2nd)

Grant# 24-7: *“Virginia Beef Center for Excellence Operational Funds and Materials”* (motion by Smith; McNeil 2nd)

Grant# 24-8: *“Cattlemen’s Boot Camp Program: Giving Beef Producers Hands-On Opportunities for Educational Growth the Meet Producer’s Needs”* (motion by Shelton; Smith 2nd)

Grant# 24-9: *“Market Development for Tidewater Beef Cattle III”* (motion by Lloyd; Coleman 2nd)

Grant# 24-10: *“Cow Reproduction Bootcamp for Far Southwest Virginia”*(motion by Shelton; Smith 2nd)

Grant# 24-11 *“2024 VA Cattle Industry Outlook”* (motion by Lloyd; Shelton 2nd)

Grant# 24-14: *“VA Cattle App Promotion”* (motion by Lloyd; Shelton 2nd)

Grant# 24-16: *“Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants”* (motion by Lloyd; Threewitts 2nd)

Grant# 24-17: *“Building Knowledge, Confidence, and Future Industry Leaders – Virginia Youth Livestock Educational Contest”* (motion by Shelton; Moyer 2nd)

Other Grant Proposal discussion included:

Grant# 24-3 *“Optimizing Processing Conditions for High-Quality Tender Beef”*

The Board shared concerns that the budgeted \$20 per hour for undergraduate employees was inflated over common part time labor rates. Shelton made a motion to approve the grant at the full amount, allowing up to \$15 per hour in labor charges and not to exceed a total of \$10,000 in total personnel expenses. Huffman 2nd and the motion passing unanimously.

Grant# 24-6: *“Southwest Virginia 4-H Education Center 4-H Livestock Camp”*

Moyer made a motion to approve the grant request, minus the requested amount of \$1,650 for supplies. Huffman 2nd and the motion passed unanimously. The new approved amount for the grant is set at \$4,500. The grant recipients are encouraged to reach out to the Virginia Beef Council for assistance in getting the needed promotional supplies for the program.

Grant# 24-12: *“VCA Internship Program”*

Tucker made a motion to deny the grant request in full, citing that it was not in the VCIB’s interest to provide funding for an individual organization’s labor staff while being provided minimal detail of the work plan and the benefit it would have on the Virginia cattle industry. Huffman 2nd and motion passed unanimously.

Grant# 24-13: *“Cattle Producer Education Program Grant”*

Smith made a motion to approve the grant while removing the word “written” from the statement “Written report within 2 weeks of event recapping what was learned” under the Eligibility Requirements for the Program section of the request. The Board feels that other types of reporting information could be sufficient and valuable while not discouraging participation from those unwilling to compile a written report. Threewitts 2nd and motion passed unanimously.

Grant# 24-15: *“VA Cattle Marketing and Promotion – Ontario Trip”*

While supporting the grant request, the Board explored ideas of insuring that different areas of that state were well represented on this promotional trip. McNeil made a motion to approve the grant with the removal of participants being selected on a first-come first-serve basis. Lloyd 2nd and the motion passed. It is the Boards desire that the VCA selects 5 representatives from a cross section from the Virginia cattle productions areas.

A summary of grant approvals below:

NUMBER	TITLE	ORANIZATION	TYPE	AMOUNT FUNDED
24-1	Multiplying Marketing Opportunities	Pittsylvania Countyu Cattlemen's Association	Market Development	\$2,500.00
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24-11	2024 VA Cattle Industry Outlook	Virginia Cattlemen's Association (VCA)	Education	\$10,000.00
24-12	VCA Internship Program	Virginia Cattlemen's Association (VCA)	Youth Development	\$0
24-13	Cattle Producer Education Program Grant	Virginia Cattlemen's Association (VCA)	Education	\$5,000.00
24-14	VA Cattle App Promotion	Virginia Cattlemen's Association (VCA)	Promotion	\$20,000.00
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Total: \$128,965.50

OLD BUSINESS:

Website

The Board reviewed the additional “Grants” Page added to the website that list information pertaining to the VCIB grant outcomes. The Board wishes to reach out to Flair Communications to find out if adding a link to the website to utilize when submitting grants.

The Board reviewed the price quote submitted from Flair Communications for hosting the Website from January 2024 through December 2024. McNeil made a motion to approve the quote. Moyer 2nd and motion passed.

Promotional / Display items

Matthew Sponaule set up the new display unit that was designed and ordered for the VCIB for the Board to see. The unit will be available to set up at different locations around the state when needed.

Other Business

A request to extend grant 22-4 was made by Dr. Scott Greiner of Virginia Tech. No additional funding was requested, only an extension of the term of agreement. Dr. Greiner informed the group that the management position of the Virginia Beef Cattle Center of Excellence had been filled and he provided a short progress report to bring the Board up to date. McNeil made a motion to extend grant 22-4 through February 28, 2024. Smith 2nd and motion passed unanimously.

Future Meeting Date

The next meeting date is tentatively set for February 15, 2024.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Matthew Sponaule, VDACS Liaison