

Virginia Cattle Industry Board
Annual Report
2022 - 2023

I. Narrative

Item 4 of Chapter 565 of the 2016 Acts of Assembly required the Virginia Beef Industry Council (Council) to survey members about the utility of the Virginia Beef Industry Council Act (Act) (Va. Code § 3.2-1300 *et seq.*) and the Virginia Cattle Assessment (Assessment) collected pursuant to the provisions of the Act and to report its findings to the General Assembly by January 1, 2018. This work was performed on behalf of the Council by the Virginia Cattlemen's Association through a survey of cattle producers to determine the producers' opinions regarding (i) how, if reinstated and enforced, the Assessment should be administered, (ii) for what priorities Assessment funds should be utilized, and (iii) at what rate the Assessment should be set. The results of the producer survey indicated a general support for reinstatement of the Assessment to be utilized primarily for activities promoting the Virginia feeder cattle business, payable at a per head rate higher than currently established by the Act.

Chapter 469 of the 2018 Acts of Assembly addressed the matters raised in 2016 and provides for the following: the Beef Industry Council was renamed as the Cattle Industry Board (Board) and (i) reduced the size of the Board from 15 to 11 members; (ii) requires that the designations of the six cattle production areas represented by members be updated every five years based on U.S. Department of Agriculture (USDA) National Agricultural Statistics Service information; (iii) amends which trade associations may nominate candidates to the Governor for appointment to the Board; (iv) prohibits Board members from serving concurrently on a National or State Beef Checkoff Board; (v) directs the Board to elect a chairman from its membership and such other officers as deemed appropriate; (vi) provides that all unexpired terms of current members of the Board expired on July 1, 2018, and makes eligible for reappointment any such member; (vii) provides for the initial staggering of terms of Board members appointed to terms beginning July 1, 2018; and (viii) removes the authority of the Board to adopt regulations.

The act also renamed the Virginia Beef Industry Fund as the Virginia Cattle Industry Fund (the Fund) and clarifies that its provisions shall not affect the USDA-approved collection and administration of the National Beef Checkoff or the dispersal of any collected funds in accordance with the guidelines of a marketing plan approved by the national Cattlemen's Beef Promotion and Research Board.

The act increased the amount of the assessment from the sale of cattle that handlers must pay from \$0.25 per head to 50 cents (\$0.50) per head beginning January 1, 2019, and ending July 1, 2023, and requires that each handler remit such assessment to the Tax Commissioner. This assessment is not due on the sale of cattle of any type weighing 99 pounds or less or animals selling for less than \$100 per head. This code section (i) allows producers who are dissatisfied with the assessment and the Board's use of it to receive a refund if they petition the Board in writing within 90 days of the collection of the assessment and (ii) requires the Board to refund such assessment within 90 days of receiving such petition.

Finally, the legislation specified for what purposes the Board can use the funds collected and requires that the Board develop and publish a strategic plan prior to expending a substantial amount of the funds collected through the assessment.

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II. Budget and Finances

July 1, 2022 – June 30, 2023

Income

Assessment Collected:	\$330,020.41
Interest Collected:	<u>\$ 19,737.39</u>
	<u>\$349,757.80</u>

The Virginia Cattle Industry Board is responsible for the promotion and economic development of the Virginia cattle industry and of beef products, including the improvement of the commercial value of cattle for Virginia producers. The Board is authorized to expend collected funds to provide for programs to serve the Virginia cattle industry for market development, education, publicity, research, and the promotion of the sale and use of cattle and beef products; and to contract for market development, publicity, research, advertising, and other promotional services. The Board has developed this grant program to serve Virginia’s cattle industry. Proposals must fall into one of the following categories:

- Education: Funded proposals will focus on cattle industry related education of producers, consumers, influencers, and/or youth
- Market Development: Funded proposals will address potential new and expanded market opportunities.
- Promotion: Funded proposals will promote Virginia cattle and beef.
- Research: Applied research proposals will address enhanced practices for net profitability.
- Youth Development: Funded proposals will be regional or statewide in scope and have a strong educational component.

VCIB funds two grant cycles each year (March and September).

III. Projects & Funding

FY 22/23 Round One Funding:

Title	Organization	Type	Amount
Ensuring Beef Tenderness for Small Processors and Producers in the Commonwealth	Virginia Tech	R	\$15,000.00
Lee County Livestock Association Promoting Quality Assurance	Lee County Livestock Association	P	\$2,500.00
2022 Virginia 4-H/FFA Market Beef Ultrasound Carcass Contest	Virginia Cooperative Extension - Augusta County	YD	\$2,250.00
Analyzing the Viability of Pre-Consumer, Plant-Based Food Waste as Cattle Feed	Virginia Tech	R	\$9,979.00
Creep-Grazing Brassica and Small Grain Forages for Fall-Born Calves	Shenandoah Valley Ag Research & Extension Center	R	\$8,772.00
Agriculture in the Classroom: Cattle and the Environment Educational Resource	VA Foundation for Ag. In the Classroom	E	\$7,500.00

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Learn to Read: Stockmanship for Better Cattle & Grass	Virginia Forage & Grassland Council (VFGC)	E	\$4,500.00
Increasing AI, EPD Data Analysis, and Genomics Applications in Southwest Virginia Beef Cattle Production	Scott County Cattlemen's Association	E	\$2,016.40
Mobile App Development	Virginia Cattlemen's Association	E & P	\$100,000.00
VCA Partnership with VT	Virginia Cattlemen's Association	YD & E	\$2,500.00
Market Development for Tidewater Beef Cattle II	Eastern Virginia Cattlemen Association, Inc	MD	\$2,500.00
Building Knowledge, Confidence, and Future Industry Leaders - Virginia Youth Livestock Educational Contest	Virginia Tech	YD & E	\$5,000.00
Beef Quality Assurance Education for VA High School Ag Students & VA Youth Livestock Program Participants	Virginia Tech	YD & E	\$6,500.00
Total			\$169,017.40

FY 21/22 Round Two Funding:

Building Capacity and Food Security: Expanding the Meat Processing Education in the Commonwealth	Virginia Tech	R	\$25,000.00
Boosting the Beef Industry	Valley Career and Technical Center (VCTC)	P	\$500.00
Virginia Tech Block and Bridle Provides a Taste of the Virginia Livestock Industry	Virginia Association of Ag Extension Agents / VT B&B	E	\$5,000.00
Virginia Beef & Cattle Module	Virginia Beef Council	E	\$40,000.00
Meet Virginia Cattle Producers - Promotional Video	Virginia Beef Council	P	\$42,000.00
Rockingham County 4-H / FFA Dairy Feeder Steer Show & Sale	VCE - Rockingham County	YD & E	\$4,000.00
Increasing Adoption of Bulk Milk Dispensers In Virginia Schools	Virginia State Dairywomen's Association (VSDA)	MD	\$8,528.50
Connecting Virginia Dairy Producers and Consumers	Virginia State Dairywomen's Association (VSDA)	E	\$13,750.00
VA Cattle Industry Outlook	Virginia Cattlemen's Association (VCA)	E	\$5,000.00
Promoting VA's Cattle Industry	Virginia Cattlemen's Association (VCA)	P	\$6,000.00

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VA Cattle Marketing and Promotion	Virginia Cattlemen's Association (VCA)	MD / P	\$8,840.00
Lespedeza Pellets: a Supplement to Reduce Fescue Toxicosis	Virginia Tech	R	\$43,738.00
Genetic Testing for Improved Quality and Market Development of Virginia Feeder Calves	Amelia Area Cattlemen, LLC	MD	\$4,975.00
Virginia Youth Beef Leadership Institute	Virginia Cooperative Extension	YD	\$15,000.00
Building Knowledge and Confidence in BQA Youth Instructors via Hands-On Learning and Site Visits to Commercial Feed Yards & Processing Plants	Virginia Cooperative Extension	YD / E	\$10,000.00
Virginia Women in Agriculture: Cattle Women Increasing Skills and Education (WISE)	Virginia Cooperative Ext./ Virginia State Dairywomen's Association	E	\$12,500.00
Total			\$244,831.50

IV. Year End Funding Level

CC 615:

Cash Balance 6/30/2022:	\$1,038,486.37
Revenue (Virginia Cattle Assessment)	\$ 330,020.41
Revenue (Interest)	\$ 19,737.39
Expenditures:	<u>\$ 232,782.98</u>
Cash Balance 6/30/2023:	<u>\$1,155,461.19</u>

V. Board Meetings & Attendance

July 28, 2022 – Hotel Roanoke

Members Present:

Matthew Hill, Bill Tucker, Richard Lloyd, Andy Smith, Steve Furrow, Buddy Shelton, Paige Pratt

Members Absent:

Cecilia Moyer, David Coleman, Perry Huffman, Jared Burner

October 13, 2022 – The Etgen Center

Members Present:

Matthew Hill, Bill Tucker, Richard Lloyd, Andy Smith, Buddy Shelton, Bob Threewitts, Nick McNeil, Julia Jones, Cecilia Moyer

Members Absent:

David Coleman, Perry Huffman

February 9, 2023 – Hotel Roanoke

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Members Present:

Matthew Hill, Bill Tucker, Richard Lloyd, Buddy Shelton, Cecilia Moyer, Perry Huffman, Bob Threewitts, Nick McNeil, Julia Jones, David Coleman

Members Absent:

Andy Smith

April 13, 2023 – Rockingham County Fair Grounds

Members Present:

Perry Huffman, Bill Tucker, Bob Threewitts, Richard Lloyd, Buddy Shelton, Cecilia Moyer

Members Absent:

Andy Smith, Matthew Hill, Nick McNeil, Julia Jones, David Coleman

July 20, 2023 – The Etgen Center

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