

Draft Minutes
Virginia Cattle Industry Board
February 10, 2022 - 10:00 AM
The Hotel Roanoke
Roanoke, VA

Presiding: Bill Tucker, Chairman

Roll Call:

Members Present

Matthew Hill
Bill Tucker
Richard Lloyd
Steve Furrow
Buddy Shelton
Cecilia Moyer
Perry Huffman

Members Absent

Paige Pratt
Jared Burner
Andy Smith
David Coleman

Staff Present

Matthew Sponaugle, VDACS Liaison
Melissa Ball, VDACS

Others Presents

Brandon Reeves, VCA
Jeannie Dudding, VCE
Cynthia Martel, VCE

Public Comment

There was no public comment.

Approval of Minutes

An amendment was made to the minutes of the July 29, 2021 meeting clarifying that Perry Huffman was present (was previously not listed). The minutes for the July 29, 2021 meeting were then approved as amended. (Motion made by Lloyd; 2nd Shelton)

Financial Report

Richard Lloyd reviewed the financial report as presented below:

The FY 21-22 budget was then presented as:

Cash Balance:	June 30, 2021	\$787,000.64
Receipts through:	December 1, 2021	\$153,087.81
Interest through:	December 1, 2021	\$ 801.29
Total Balance:	December 1, 2021	\$940,889.74
	Less Total Budgeted Expenses	\$ 37,594.00
	<u>Less Total Budgeted Grants</u>	<u>\$328,902.21</u>
Funds Available for Allocation:		\$574,393.53

A motion to approve the financial report was made by Richard Lloyd, the motion passed.

The board had discussion on capping the allocation of funds. A motion to cap funds dispersed at the February 10, 2022 meeting at half the funds available for allocation (set at \$287,000) was made by M. Hill. C. Moyer second the motion. Motion passed.

OLD BUSINESS:

Website

The Board voted to continue work with the website contractor based upon last year’s proposal. Matthew Hill has been in contact with Debby Flair from Flair Communications about continuing website work.

NEW BUSINESS:

Action on Grant Proposals

The Board reviewed the following grant submissions:

NUMBER	TITLE	ORGANIZATION	TYPE	AMOUNT REQUESTED
22-1B	Cultivating Face to Face Cattle Connections	Pittsylvania County Cattlemen’s Association	Market Development	\$2,500.00
22-2B	Fall Focus	Virginia Simmental Association	Education	\$4,000.00
22-3B	Connecting the Dots Between Livestock Production an Autism and Enhancing Reproduction Technologies in Far South West Virginia	Lee County Livestock Association	Education	\$14,268.77
22-4B	Packing Plant Feasibility Study	Virginia Cattlemen’s Association	Research	\$70,000.00
22-5B	VCA Verified	Virginia Cattlemen’s Association	Market Development	\$15,000.00
22-6B	Southside Marketing Group: Producer Education + Buyer Engagement	Southside Marketing Group	Education/Market Development	\$2,500.00
22-7B	Virginia Women in Agriculture: Cattle WISE & Equipment WISE	VA Cooperative Extension / VA Dairymen’s Association	Education	\$12,267.63
22-8B	Virginia Cattle Price Risk Management	Virginia FAIRS	Research/Market Development	\$7,984.00
22-9B	Alleghany Highlands Cattle Promotion	Highland-Bath Cattle Association	Promotion	\$2,500.00
22-10B	Making Connections: Bringing the Buyers to the Farm	Virginia Cooperative Extension	Market Development	\$34,485.00
22-11B	Giles Family Mealtime	Virginia Cooperative Extension	Education	\$10,500.00
22-12B	Live Carcass Demonstration at Eastern Regional Junior Angus Show	Eastern Regional Jr Angus Show Education Committee	Education	\$2,250.00
22-13B	Building Knowledge, Confidence, and Future Industry Leaders – Virginia 4-H All Star Livestock Judging Team	Virginia Cooperative Ext./ VT Animal & Poultry Sciences Dept.	Youth Development / Education	\$5,000.00
22-14B	Cattle Grant: Africulture	E&C Family Farms LLC & Agriculture	Education	\$92,400.00

Huffman made a motion to fund the following grant proposals as submitted. Lloyd 2nd. Motion passed. – (Shelton abstained from voting)

Grant# 22-2B: “*Fall Focus*” - the Board noted that all meals would need to be at or under the Per diem rate.

Grant# 22-9B: “*Alleghany Highlands Cattle Promotion*” – funded under the Feeder Cattle Promotional Fund

Grant# 22-12B: *“Live Carcass Demonstration at Eastern Regional Junior Angus Show”*

Grant# 22-13B: *“Building Knowledge, Confidence, and Future Industry Leaders – Virginia 4-H All Star Livestock Judging Team”*

Other Grant Proposal discussion included:

Grant# 22-1B *“Cultivation Face to Face Cattle Connections”*

The Board noted that all meals are not to exceed the per diem rate. Lloyd made a motion to fully fund 22-1B, Hill 2nd, motion passed.

Grant# 22-3B *“Connecting the Dots Between Livestock Production an Autism and Enhancing Reproduction Technologies in Far South West Virginia”*

The Board supports the project; however, questioned if they should fund the second day’s program due to its minimal focus on beef production. The Board voted to fund this project at half the amount (\$5,000) for the speaker fee for Dr. Temple Grandin, making the total contribution amount \$9,268.77. The Board’s intentions are to fund the day focused on beef production. Shelton made a motion to fund the project at half the amount for the speaker, Lloyd 2nd, motion passed. (Hill abstained from voting)

Grant# 22-4B *“Packing Plant Feasibility Study”*

Prior to discussion, the grant author amended the proposal, removing the \$40,000 for contract work to conduct a feasibility study. The amended grant then requested \$30,000 for VCA to create a position to be the liaison between producers and federal / state grants. The Board voted to approve the grant at half the cost (\$15,000) for this position, in order to conduct the first six months of work. A progress report is expected at the July 2022 meeting, sharing results and identifying if additional funding will be needed. Lloyd made a motion to fund the grant at half the requested amount, Huffman 2nd, motion passed.

Grant# 22-5B *“VCA Verified”*

The Board voted to remove \$3,000 for purchasing ear tags while increasing the budget by \$3,000 to be split between travel and advertising/marketing. Shelton made a motion to pass the grant at the requested amount of \$15,000 with the amended changes, Lloyd 2nd, motion passed.

Grant# 22-6B *“Southside Marketing Group: Producer Education + Buyer Engagement”*

The Board voted to approve this grant as submitted, for \$2,500 under the Feeder Cattle Promotional Fund. Shelton made a motion to approve, Lloyd 2nd, motion passed.

Grant# 22-7B *“VA Women in Agriculture: Cattle WISE & Equipment WISE”*

The Board voted to fund this project at the requested amount while encouraging the group to seek additional sponsorships from other areas for future events. Lloyd made the motion, Hill 2nd, motion passed.

Grant# 22-8B *“Virginia Cattle Price Risk Management”*

Moyer made a motion that VCIB will enter into an agreement with Virginia FAIRS contingent upon sponsor approval to pay for contractual services rendered by Mr. Elijah Griles, VFBF Commodity Specialist. VCIB will reimburse proposed travel at \$1,894 and contractual services for 203 hours at \$30 per hour. Further, Mr. Griles will work with Virginia Cattlemen’s Association, Virginia Cooperative Extension, and VDACS Livestock Services in addition to Farm Bureau Livestock Committee in the dissemination of findings. Shelton 2nd, motion passed. – The total amount of the grant is \$7,984.

Grant# 22-10B “Making Connections: Bringing the Buyers to the Farm”

The Board voted to approve this grant at the amount of \$17,500. This grant will be compiled of 3 separate marketing groups receiving \$2,500 allocations from the Feeder Cattle Promotional fund totaling \$7,500 in full. Those groups include Abingdon Feeder Cattle Association (AFCA), Botetourt Cattlemen’s Association (BCA), and Dublin Feeder Cattle Association (DFCA). This is contingent upon AFCA withdrawing their earlier awarded Feeder Cattle Promotional grant (22-9A) from the 3rd round of funding. In addition, \$10,000 will be allocated to pay travel for those attending the educational event.

Grant# 22-11B “Giles Family Mealtime”

The Board voted to approve this grant at the amount of \$7,000 to cover four of the six meals. Shelton made the motion, Lloyd 2nd, motion passed. The Board encouraged the organization to seek additional funding from other areas such as the Virginia Beef Council.

Grant# 22-14B “Agriculture”

The Board’s grant guidelines do not allow funds to be used for setting up or financing individual business. The Board is supportive of the intent of the grant, and seeks to further the educational aspect of this proposal. The recommendation of the VCIB is that the applicant reapply during the next round of funding and work through Virginia Cooperative Extension, a local producer association, or a land grant university to accomplish the cattle production and marketing measures outlined. Lloyd made a motion to decline the grant as originally proposed, Huffman 2nd, motion passed.

A summary of grant approvals below:

NUMBER	TITLE	ORGANIZATION	TYPE	AMOUNT FUNDED
22-1B	Cultivating Face to Face Cattle Connections	Pittsylvania County Cattlemen’s Association	Market Development	\$2,500.00
22-2B	Fall Focus	Virginia Simmental Association	Education	\$4,000.00
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22-13B	Building Knowledge, Confidence, and Future Industry Leaders – Virginia 4-H All Star Livestock Judging Team	Virginia Cooperative Ext./ VT Animal & Poultry Sciences Dept.	Youth Development / Education	\$5,000.00
22-14B	Cattle Grant: Africulture	E&C Family Farms LLC & Agriculture	Education	\$0.00

Total: \$102,770.40

Other Business

Phil Blevins requested a 60 day no-cost extension for grant # 21-B3 to accommodate harvesting and data collection. Shelton made a motion to permit the 60 day extension, Hill 2nd, motion passed.

Future Meeting Date

The next meeting will be held on March 17, 2022.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Matthew Sponaule, VDACS Liaison
Melissa Ball, VDACS