

Final Minutes
Virginia Cattle Industry Board
July 29, 2021 - 10:00 AM
The Hotel Roanoke
Roanoke, VA

Presiding: Andy Smith, Chairman

Roll Call:

Members Present

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

Members Absent

Paige Pratt
Jared Burner

Staff Present

Matthew Sponaugle, VDACS Liaison
Melissa Ball, VDACS

Others Presents

Tracy Fitzsimmons, VDACS Livestock Marketing
Brandon Reeves, VCA

Approval of Minutes

An amendment was made to the minutes of the February 25, 2021 meeting clarifying that Perry Huffman voted yes to the approval of the minutes and financial report from the February 4, 2021 meeting (was previously listed). The minutes for the February 25, 2021 meeting were then approved as amended. (Motion made by Hill; 2nd Lloyd)

Financial Report

Richard Lloyd reviewed the financial report. A motion was made by Matthew Hill to reduce the total allocation of funds for Feeder Cattle Promotion Fund (21-7) from \$75,000 to \$25,000. Bill Tucker seconded the motion. Motion passed.

The FY 20-21 budget was then presented as:

Cash Balance:	July 1, 2020	\$463,917.45	
Receipts through:	June 30, 2021	\$325,532.30	
Interest through:	June 30, 2021	\$ 3,112.17	
Total Balance:	June 30, 2021	\$792,561.92	
	Less Total Budgeted Expenses	\$ 37,244.00	
	Less Total Budgeted Grants	\$152,983.71	*adjusted (\$50,000) from reported budget amount
Funds Available for Allocation:		\$602,334.21	

A motion to approve the financial report was made by Richard Lloyd and second by Buddy Shelton. The motion passed.

The board had discussion on capping the allocation amount per year. A motion to cap funds dispersed at the July 29, 2021 meeting at \$300,000 was made by Tucker. Furrow second the motion. Motion passed.

OLD BUSINESS:

FY 20-21 (Round 1) Grants

Mid-term reports were shared with the board. Final reports are to be posted on the website.

Website

The website is up and running. Paige Pratt and Matthew Hill plan to begin to work with the web site developer to take the next steps in getting information and pages designed. Currently, the site includes a Home page (with meeting minutes through February 2, 2021), a Board Members page, and a Grant Funding page that list ‘coming soon’. There is a Facebook link on the current website that leads to a ‘Virginia Cattle Board’ page. The board voiced their desire to not have a Facebook page, only a website.

Conflict of Interest

The Board was addressed of the need for Board members to complete and return their Conflict of Interest form if they had not already done so.

NEW BUSINESS:

Action on Grant Proposals

The Board reviewed the following grant submissions:

NUMBER	TITLE	ORGANIZATION	TYPE	AMOUNT REQUESTED
22-1	Creep-Grazing Brassica and Small Grain Forages for Fall-Born Calves	Shenandoah Valley AREC / McCormick Farm	Research	\$7,606.00
22-2	Identifying molecular markers to reduce economic losses due to infertile heifers in beef cattle	Virginia Tech	Research	\$20,000.00
22-3	Southwest Virginia 4-H Livestock Camp	Southwest VA 4-H Educational Center	Education / Youth Development	\$8,350.00
22-4	Establishment of a Virginia Beef Cattle Center of Excellence	Virginia Tech	Education	\$47,275.00
22-5	Market Development for Tidewater Beef Cattle	Eastern Virginia Cattlemen Association	Market Development	\$29,604.00
22-6	Does implanting nursing calves impact cow weight and body condition?	Virginia Cooperative Extension	Research / Education	\$4,038.00
22-7	Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants	Virginia Cooperative Extension	Youth Development / Education	\$5,000.00
22-8	Southwest Beef Leadership Pilot	Virginia Cooperative Extension	Youth Development	\$9,900.00
22-9	Using Digital Marketing to Inform Western Customers of Opportunities to Purchase Feeder Cattle in Abingdon	Abington Feeder Cattle Association	Market Development	\$25,000.00
22-10	Building Knowledge, Confidence, and Future Industry Leaders Virginia Youth Livestock Educational Contests	Virginia Cooperative Extension	Youth Development / Education	\$5,000.00

22-11	The Green Side of Beef: Defending Grassland Agriculture	Virginia Forage and Grassland Council	Education	\$7,000.00
22-12	Beef Cattle Handling for Beginners, An Introduction to low stress cattle management	The Middleburg Ag. Research & Extension Center - Virginia Tech	Education	\$2,300.00
22-13	Beef Color; It's Not Dark, It's Just Different	Virginia Tech	Research	\$15,000.00
22-14	Meats Evaluation & Technology CDE & Beef Proficiency Awards	Virginia FFA Foundation	Youth Development / Education	\$4,500.00
22-15	Identification, Genomics & Verification	Virginia Cattlemen's Association	Market Development & Promotion	\$50,000.00
22-16	Environmental Impact of Virginia's Cattle Industry	Virginia Cattlemen's Association	Research & Education	\$25,000.00
22-17	Economic impact of Virginia's cattle industry, the cost of raising cattle, and the threat posed by large-scale solar projects	Virginia Cattlemen's Association	Research & Education	\$25,000.00
22-18	Labeling Opportunities for Virginia Cattle Producers	Virginia Cattlemen's Association	Research, Education & Promotion	\$15,000.00
22-19	Laws affecting Virginia Cattle Producers	Virginia Cattlemen's Association	Research and Education	\$25,000.00
22-20	Trucking into new markets	Virginia Cattlemen's Association	Promotion and Market Development	\$150,000.00

Shelton made a motion to fund the following grant proposals as submitted. Tucker 2nd. Motion passed.

Grant# 22-1: *“Creep-Grazing Brassica and Small Grain Forages for Fall-Born Calves”*

Grant# 22-2: *“Identifying Molecular Markers to Reduce Economic Losses Due to Infertile Heifers in Beef Cattle”*

Grant# 22-6: *“Does Implanting Nursing Calves Impact Cow Weight and Body Condition?”*

Grant# 22-7: *“Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants”*

Grant# 22-11: *“The Green Side of Beef: Defending Grassland Agriculture”*

Grant# 22-12: *“Beef Cattle Handling for Beginners, An Introduction to Low Stress Cattle Management”*

Grant# 22-13: *“Beef Color: It’s Not Dark, It’s Just Different”*

Other Grant Proposal discussion included:

Grant# 22-3 *“Southwest Virginia 4-H Livestock Camp”*

The Board voted to support this project at \$2,975 for supplies, providing funding for half of the Butcher Beef Cut Model (\$1,375). The Board requested that the grantee reach out to the Virginia Beef Industry Council (VBIC) for matching funds to purchase the remainder of the item. It is to be stored at the VBIC main office in Daleville, VA and available to other groups around the state to utilize.

Grant# 22-4 *“Establishment of a Virginia Beef Cattle Center of Excellence”*

The board agreed to appropriate 50% of the requested amount, contingent upon procurement of matching funds to equal the full amount. Upon procurement, the grant is to be fulfilled as submitted.

Grant# 22-5 *“Market Development for Tidewater Beef Cattle”*

The board did not approve the proposed grant as submitted; however, in lieu of the originally proposed project, the Board did approve the Eastern VA Cattlemen Association a Feeder Cattle Promotion (21-7) grant for \$2,500. This grant is to be re-numbered as 22-5a.

Grant# 22-8 *“Southwest Beef Leadership Pilot”*

The board approved the grant as proposed with the discussion that this could become a statewide program rather than a regional program in the future.

Grant# 22-9 *“Using Digital Marketing to Inform Western Customers of Opportunities to Purchase Feeder Cattle in Abingdon”*

The board did not approve the proposed grant as submitted; however, in lieu of the originally proposed project, the board did approve the Abingdon Feeder Cattle Association a Feeder Cattle Promotion (21-7) grant for \$2,500. This grant is to be re-numbered as 22-9a.

Grant# 22-10 *“Building Knowledge, Confidence, and Future Industry Leaders Virginia Youth Livestock Education Contest”*

This former grant project (21-2, funded 6-19-20) was unable to be completed due to COVID-19 restrictions and shutdowns. The board approved the new grant (22-10) as submitted.

Grant# 22-14 *“Meats Evaluation & Technology CDE & Beef Proficiency Awards”*

The board voted to fund the grant proposal as submitted.

Grant# 22-15 *“Identification, Genomics & Verification”*

Grant withdrawn.

Grant# 22-16 *“Environmental Impact of Virginia’s Cattle Industry”*

Grant withdrawn.

Grant# 22-17 *“Economic Impact of Virginia’s Cattle Industry and the Cost of Raising Cattle”*

The board voted to amend the original grant titled *“Economic Impact of Virginia’s Cattle Industry, the Cost of Raising Cattle, and the Threat Posed by Large-Scale Solar Projects”* to read *“Economic Impact of Virginia’s Cattle Industry and the Cost of Raising Cattle”*. Research pertaining to large-scale solar projects is to be removed from the project purpose, focusing on the economic impact of Virginia’s cattle industry and the cost associated with raising cattle in Virginia. The project funding is to remain at \$25,000.

Grant# 22-18 *“Laws Affecting and Labeling Opportunities for Virginia Cattle”*

The scope of work for the project titled *“Labeling Opportunities for Virginia Cattle Producers”* (22-19) will be combined with the project titled *“Laws affecting Virginia Cattle Producers”* (22-18) for one project hereto referred to as *“Laws Affecting and Labeling Opportunities for Virginia Cattle”* (to be labeled as 22-18) in the amount of \$25,000.

Grant# 22-19 *“Laws affecting Virginia Cattle Producers”*

See Grant#22-18 for more info.

Grant# 22-20 “Trucking Into New Markets”

Many board members raised concerns about how this grant money would be distributed, noting that trucking rebates would only be offered on cattle sold through the VCA Tel-O-Auction. Producers marketing through other avenues would then be at a disadvantage on trucking cost. The grant was denied.

A summary of grant approvals below:

NUMBER	TITLE	ORGANIZATION	TYPE	AMOUNT FUNDED
22-1	Creep-Grazing Brassica and Small Grain Forages for Fall-Born Calves	Shenandoah Valley AREC / McCormick Farm	Research	\$7,606.00
22-2	Identifying molecular markers to reduce economic losses due to infertile heifers in beef cattle	Virginia Tech	Research	\$20,000.00
22-3	Southwest Virginia 4-H Livestock Camp	Southwest VA 4-H Educational Center	Education / Youth Development	\$6,975.00
22-4	Establishment of a Virginia Beef Cattle Center of Excellence	Virginia Tech	Education	\$23,637.50
22-5A	Market Development for Tidewater Beef Cattle	Eastern Virginia Cattlemen Association	Market Development	\$2,500.00
22-6	Does implanting nursing calves impact cow weight and body condition?	Virginia Cooperative Extension	Research / Education	\$4,000.00
22-7	Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants	Virginia Cooperative Extension	Youth Development / Education	\$5,000.00
22-8	Southwest Beef Leadership Pilot	Virginia Cooperative Extension	Youth Development	\$9,900.00
22-9A	Using Digital Marketing to Inform Western Customers of Opportunities to Purchase Feeder Cattle in Abingdon	Abington Feeder Cattle Association	Market Development	\$2,500.00
22-10	Building Knowledge, Confidence, and Future Industry Leaders Virginia Youth Livestock Educational Contests	Virginia Cooperative Extension	Youth Development / Education	\$5,000.00
22-11	The Green Side of Beef: Defending Grassland Agriculture	Virginia Forage and Grassland Council	Education	\$7,000.00
22-12	Beef Cattle Handling for Beginners, An Introduction to low stress cattle management	The Middleburg Ag. Research & Extension Center - Virginia Tech	Education	\$2,300.00
22-13	Beef Color; It's Not Dark, It's Just Different	Virginia Tech	Research	\$15,000.00
22-14	Meats Evaluation & Technology CDE & Beef Proficiency Awards	Virginia FFA Foundation	Youth Development / Education	\$4,500.00
22-17	Economic impact of Virginia's cattle industry, the cost of raising cattle, and the threat posed by large-scale solar projects	Virginia Cattlemen's Association	Research & Education	\$25,000.00
22-18	Labeling Opportunities for Virginia Cattle Producers	Virginia Cattlemen's Association	Research, Education & Promotion	\$40,000.00
22-19	Laws affecting Virginia Cattle Producers	Virginia Cattlemen's Association	Research and Education	*combined w/ grant 22-18

Other Business

Election of Officers

The board slated the following to serve as officers:

Chairman – Bill Tucker

Vice Chairman – Buddy Shelton

Secretary – Paige Pratt

Treasure – Richard Lloyd

Public Comment: None

Future Meeting Date

The next meeting will be held on February 10, 2022.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Steve Furrow

Matthew Sponaugle, VDACS Liaison