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**MICHIGAN BEEF INDUSTRY COMMISSION  
Board Meeting**

**Thursday March 16, 2023**

12800 Escanaba Drive  
DeWitt, MI 48820

**Commissioners in Attendance:**

Monte Bordner      Jennifer Lewis  
Jon Haindl         Bret Schapman  
David Neitzel

**Not in Attendance:**

Dave Clark  
Matt Noggle  
Leon Knirk  
Travis Schunk

**Others Present:**

George Quackenbush, Katie Serbinski, Sara Horton

**Call to Order**

Chairperson Monte Bordner called the regular meeting of the Commission to order at 1:14PM. A quorum is set in that five commissioners are present in person.

**General Business**

**Approval of Agenda & Additions**

Bret Schapman requested to add a discussion of the MBIC state assessment to the agenda.

**MOVED** by Jon Haindl and **SUPPORTED** by Jennifer Lewis to approve the agenda as amended. **MOTION CARRIED.**

**Approval of Minutes**

**MOVED** by Jon Haindl and **SUPPORTED** by Jennifer Lewis to approve the minutes of the December 15, 2022, board meeting. **MOTION CARRIED**

**Financial Report**

In Leon Knirk's absence, George Quackenbush presented the financial report through February 28, 2023. Total revenue YTD is \$119,499 while total expenses YTD are \$131,850 resulting in a planned net loss of (\$12,351). At the end of February, MBIC's checkoff assets totaled \$309,183.52 and non-checkoff assets totaled \$33,800.

**MOVED** by Bret Schapman and **SUPPORTED** by Jennifer Lewis to approve the financial report as presented. **MOTION CARRIED**

**State Assessment**

**MOVED** by Bret Schapman and **SUPPORTED** by Dave Neitzel to amend the non-checkoff budget by allocating \$5,000 to promote reinstatement of MBIC's state assessment and to schedule a vote on reinstatement of the assessment for the July 20, 2023 MBIC Board meeting. **MOTION CARRIED**

**Information**

**2023 Cattle Industry Convention**

Convention was February 1-3 in New Orleans, LA. Leon Knirk served as a Federation Director on the checkoff Safety & Product Innovation Committee and Travis Schunk served as a Federation Director on the checkoff Consumer Trust Committee. Monte Bordner represents Michigan on the Cattlemen's Beef Board and serves as a CBB Director on the checkoff Stakeholder Engagement Committee. Updates from the national checkoff contractors were



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**Others Present:**

George Quackenbush, MBIC  
Jennifer Nealson, NCBA

Sara Horton, MBIC  
Katie Serbinski, MBIC

**Planning Session 2 reconvened at 8:47 AM.**

Session 2 began with a recap of day 1 and thoughts about what we accomplished along expectations for the rest of the day. The board discussed how promotions and programs in years past were more general. Now we have a narrowed focus on our audience and how they get their information. Our staff are more focused in on programming that reaches Michigan consumers in the most impactful and visible route. If we do have an increase in program funds we would need an aligned approach to communicating the programs and plan to producers.

Jennifer Nealson continued as meeting facilitator and gave an overview of the Beef Industry Long Range Plan, as well as the National Cattlemen's Beef Association and State Beef Council Shared 3-year Strategy. The group reflected on the LRP, shared strategy, and the example from the Texas Beef Council as to how they took these national templates and made it state-specific in terms of program planning, execution, and evaluation. The next 45 minutes was spent answering questions in smaller groups- these questions included, "what's important now to the beef industry in Michigan?" and, "what do we really want to protect?" The group concluded education, finances, messaging, and personnel help us maintain long range stability as an organization. We also need to continue being strategic with our partnerships- leveraging impact and visibility, all while being smart with spending.

The last activity of the strategic planning session included a group vote for narrowing our checkoff programming focus areas, as well as our "top picks" for how we measure success for programming, and sharing that success with producers and beef checkoff investors. As Bret Schapman said, "we do good things; let's tell people about them."

**Planning session 2 recessed for lunch at 12:30 PM.**



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presented in each checkoff meeting at the convention. The convention also featured 8 acres of trade show space.

### **Nutrition & Consumer Communications Report – Katie Serbinski**

To celebrate American Heart Month, the MBIC created an online portal of educational resources for health professionals that they can access here: [BEEF & HEART HEALTH MATERIALS](#).

The MBIC also hosted a webinar with the Michigan Academy of Nutrition and Dietetics on beef's role in a heart-healthy and diabetes-friendly diet. Over 85 Michigan registered dietitian nutritionists participated in the webinar. Evaluations from participants revealed much excitement around both the topic and the research shared. The year-long partnership with Lansing Moms continued into 2023 with a live virtual event hosted by the MBIC titled, "Gather Around the Table with Michigan Beef." Our staff, alongside the culinary team at NBCA, provided Lansing Moms contributors with a learning opportunity that covered batch cooking basics, cut specifics, budget-friendly recipes, and more. The event recording is currently being shared with the Lansing Mom community of contributors, which they will share on their own social networks. Additional Q2 deliverables underway includes a "How to Cook Corned Beef," Instagram Reel and seasonal blog post content. Serbinski also gave an update on our year-long partnership with the Michigan Ag Council. The investment with the Michigan Agriculture Council [MAC] continues to benefit the MBIC with timely social media content sharing. MAC shared beef checkoff materials and materials on their website, Instagram, Facebook, and newsletter audiences. Content included:

- Mediterranean Diet Month recipes and research
- Snacks for the Big Game in partnership with MDARD
- Heart Health Month recipes and research

Lastly, in partnership with Mom to Mom Nutrition, LLC., MBIC will sponsor one segment monthly on Studio 10, a lifestyle television show on WILX Lansing. The segment will feature beef recipes, nutrition tips, and resources for the at-home cook. Segments so far have included Meal Prepping Basics, Big Game Snacks, and St. Patrick's Day Corned Beef and Cabbage. Each segment, once aired, is saved to a collection on WILX Studio 10's website, and shared on their Facebook and Instagram social media channels, reaching more Michiganders than just the greater Lansing area.

### **Executive Report – George Quackenbush**

MBIC's joint ad with the MI Asparagus Advisory Board is running on Meijer.com during the month of March. The ad features 3 fresh beef items. Quackenbush is part of a newly formed Supply Chain Roundtable with SBC and NCBA staff. MBIC is gearing up to roll out NCBA's new brand anthem "Together, We Bring More" in conjunction with Beef. It's What's For Dinner for the summer grilling season. MBIC is taking part in several producer communication and industry outreach activities including the MI Meat Association Conference, a producer meeting at Byron Center Meats on March 25<sup>th</sup>, MI Beef Expo on March 31-April 1, and will visit some auction markets this spring during spring feeder sale time. The FY 2022 Annual Report will be available soon. MBIC sponsored a meal for a BQA Transportation training in Kingston in February. Quackenbush was chosen by the NCBA & CBB Executives Committees to serve as ex-officio on the Checkoff Evaluation Committee.

### **Decisions**

#### **FY 2022 NCBA Audit**



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The complete audit was emailed to the Commission ahead of the meeting. The auditor's opinion and Consolidated Statements of Financial Position and Activities were included in the meeting packet.

**MOVED** by Jon Haindl and **SUPPORTED** by Bret Schapman to place the FY 2022 NCBA Audit on record. **MOTION CARRIED**

**Summer Business Meeting**

The cattle industry summer business meeting is July 24-26 in Sand Diego, CA. Travis Schunk has a conflict that week and will be unable to fill his Federation Director roll. MBIC could choose and alternate. Jennifer Lewis expressed interest and will check her availability.

**Allied Industry Reports**

**Michigan Cattlemen's Association**

Approximately 70 people attending the MCA/MSU Bull Evaluation Open House on March 4<sup>th</sup>. 67 bulls will be offered for sale on March 18<sup>th</sup> in Remus. The MCA Annual Meeting is the morning of March 31 at the MSU Pavilion and will be held in conjunction with the Michigan Beef Expo. There are over 130 lots in the Expo Sales on April 1. In 2024 Expo will move to last week in February. Summer Round-Up will be back at Hughston's June 23-25.

**Commissioner Reports and Public Comments**

- Dave Neitzel says that retail profit from beef is currently up. Wholesale cost has increased- it's about what we see during grilling season.
- Jennifer Lewis and her family sold their dairy, and are now solely beef farming. They plan on doing a store-anniversary party on the farm at the end of April.
- Jon Haindl attended the "Tomorrow in Agriculture Conference," and reported a mild winter in the UP.
- Bret Schapman is unsure if they'll make a profit this year. However, they are bringing another generation onto the farm, his nephew.
- Monte Bordner commented on the mild winter as well as the Agribility program at MSU.

**FY 2023 Meeting Dates**

July 20, 2023

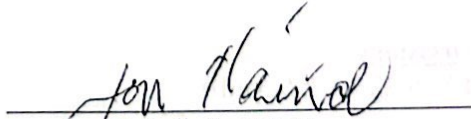
September 14, 2023

The meeting was adjourned at 3:04pm.

Respectfully submitted,

Katie Serbinski, MS, RDN  
Director of Communications

  
Monte Bordner, Chair

  
Jon Haindl, Secretary