



## **NEW YORK BEEF PRODUCERS' ASSOCIATION**

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### **NYBPA Council Meeting Minutes**

**Date & Time:** April 13, 2024 at 10:00 am

**Location:** "The Barn at Collamer Rd", 6456 Collamer Rd, East Syracuse, NY

**Present:** Skip Lear, Brenda Dermody, Amanda Dackowsky, Betsy Hicks, Nancy Glazier, Sean Clevenstine, Joe Lawler, Rich Peebles, Kate Morrow, Johnathan Wizeman, Ashley Scoones, Chelsey Nelson, Lavern Warner, Carlos Valery Jr, John Kriese, Rebecca VanCamp

**Skip Lear called meeting to order at 10:09 am.** A quorum was established. Amanda asked to move Lavern to speak first in the agenda about Farm Bureau.

Lavern spoke about Farm Bureau and lobbying in place for state and national lobbying. The NYBPA having an Ag Alliance membership with Farm Bureau would allow NYBPA to have representation without having to have a NYBPA council member there. Other NY associations (Christmas Tree Growers, Maple, Apple Growers, etc) also utilize this. Skip mentioned NYBPA was a member in the past, but past Board declined membership. Cost would be \$2500, dependent upon size of organization and how much they can afford. Membership is ongoing renewable. NYFB and NCBA have a strong connection already. Jeff Williams & Laverne would be direct connection with the membership. NYFB encourages participation by farmers in Lobby Days alongside them. Discussion on membership to Ag Alliance to be moved to New Business.

**Approval of agenda.** *Kate moved to approve, Chelsey seconded. All approved, motion carried.*

**Approval of previous meeting minutes:** *Chelsey moved to approve. Second by Brenda. All approved, motion carried.*

**Treasurer's Report.** Brenda Dermody, Treasurer, presented the financials.

**Financial Report.** Statement of activity passed out. Operating revenue \$20k from January 1. Brenda's main concern is 2024 membership for the year is \$17,905, budgeting for \$22k. 2023 was around \$18k. Money for the organization isn't coming in – raffle tickets, membership, even though support for the Juniors is strong. Carlos brought up questions about what NYBPA provides to the commercial producer to bring in membership. Discussion around Co-op style for purchasing, or discounts/incentives for memberships. Discussion around regional officers to solicit membership from new members from conversations, opening up farms and grassroots efforts to get members to join. Also getting custom butchers, hoof trimmers, etc to join. Amanda talked about directory to be segmented to include non-farmer members. Discussion around non-farmer members to be sponsor members to give discounts to members, advertising on website. Carlos brought up banding members together for "purchasing power" through suppliers. Skip brought up how getting regions to be more active gets more people involved. Appreciation for CCE & NY Ag & Markets support of farmers, teaming up with them is a good thing. *Sean moved to approve Financial Report, John seconded. All in favor, motion carried.*

**Updated Conference Financial Report.** All Amanda Radke books sold. Profit \$2645 for conference, budget was for \$1000. This is not planned for big profit, meant to be a benefit for association.

**Farm Show Financial Report.** Moved to Farm show report discussion.

## **Reports**

**President's Report.** Skip talked about meat raffle and Herd Builder sale coming up. Need to make a final push on meat raffle, only \$3700 in so far. Farm Show was successful. Junior Spring Preview show coming up next weekend.

**Executive Secretary's Report.** Amanda has no correspondence between last meeting and today. NCBA sent us books on building the beef industry – we have 4 books. Currently have 350 members, 3 are life members. February meeting was 264 members. Prior to the pandemic membership numbers were higher – 600-700 members. Last year, 409 member through April, but was a directory year which drives membership. Paypal has helped with membership, is easy for Amanda to send to people requesting. Will be doing a postcard push, over 300 members from 2020 non-renewals. QR code right on the postcard. Lobby days – Amanda thinks we should look at our branding, like a palm card with our website (NCBA recommended) to distribute. Brenda discussed how these can be used at Farm Fest –banners, beef sticks, “Brisket” the blowup cow, etc to help gain membership. Kentucky Farm Bureau will be coming to NY and requested stops from NY beef producers on their tour, teamed up with NY Farm Bureau. Amanda wants a few people to review regional handbook – volunteers to help wanted. NCBA to come out to do a workshop on what membership w/ NCBA does & lobbying. Amanda discussed her stepping down August 1, and job is posted. Reach out to Skip & Zack for application.

**Scholarship Committee Report.** Andrew sent Amanda a report to read. AR due from Annual Meeting auction. Has asked 2 people to be on committee with him, look for update in September meeting. Requesting money to be put in CD, \$14906.59 in account, CD will be \$13k at 5% as of Monday morning. Committee will review application for 2024.

**Cornell Advisor's Report.** Nancy reporting, funding for Dr Mike Baker's position after his retirement has been slow through Cornell. State budget funding has been created for small ruminant position and beef specialist position. Small rum filled, interviews for beef specialist April 30 & May 1<sup>st</sup>, can attend the interviews as a NYBPA member to see candidates. Campus is in the process of hiring livestock faculty too. Amanda wants to keep relationship strong – continuation w/ Shannon Carpenter for NYSCHAP to replace retired Melanie Hemenway, always looking for educational articles for newsletter.

**Beef Council Report.** Ashley Scoones passed out sheet for Quarter Two Program Report, funded in part by NY Beef Checkoff as well as State Partnership dollars. Cooking will be on Today Show. South Dakota big funder for NY Checkoff, but had to cut \$15k from their budget. Tour for Key Opinion leaders (KOL) – want NYBPA to invite legislators on tour for “pasture to plate” education, targeted for downstate. Will cut KOL downstate tour but added to next year's activities hopefully. Want to do state recognition of May Beef Month – Beef Sundaes at the Capital, possibly reserving now for next year in 2025, as reservations are a year out. Want to do press conference for this year with resolution as they are in session right now – want beef producers on the floor for the resolution. Ashley can't be there as it's too close to lobbying, but will help coordinate. Will be May 7-9 or following week. Ashley will help keep this May Beef Month activities moving forward.

**NY Junior BPA Report.** Rebecca (Jr. President) reporting. At Farm Show sold cookies, made \$900 profit. Preview Show next weekend, signups end today. Excited for Preview Show – 60-70 entries. Expecting some late entries.

**CBB Report.** John K reporting. Kudos to NYBPA for conversations around the table and partnerships. Farm Show excellent job this year, Beef Sundae line is out the door – congratulations. Congratulations to Amanda for her 3 year tenure as Executive Secretary. Discussed how US can't provide all the beef that is consumed in the US – Facebook posts about two pictures of beef (“grocery store” and “farm-raised”) are detrimental to beef industry in general. Importing lean beef makes sense. John will stay on Stakeholder Engagement – advocacy & supporting beef industry important. Trailblazer applications have grown greatly but NCBA hasn't grown support in that area and John will push to continue supporting advocacy. Also supporting BQA because it's the right thing to do – use assessment guides with BQA educational opportunities. Discussion around building educational opportunities with other partners – CCE, youth, etc at the regional level. John is supportive of member discounts/incentives for NYBPA. Wants NYBPA to reimagine scholarships – members 40 and under possibly to utilize monies to send to CattleCon & other opportunities to learn and be involved. John wants focus to be on regional efforts – look at

Pennsylvania's efforts because they're doing a great job regionally. Getting regions fired up will help get statewide membership moving. John is also a sub-contractor for NYCAMH – don't forget about John May Farm Safety Fund & grant for cattle handling facilities and other safety improvements. Wants to work on getting a beef book on the Ag Literacy week. CBB & consumer satisfaction is ok, not great. John sees vertical integration coming to beef industry. Source verification & quality will be hot topics – maybe not just black hides. Beef x dairy cattle will be player in industry, 18-20% of beef is a part of our market right now. Graduating bulls off Bull Development Program – not a test, just an opportunity to develop young bulls. Producer demand program, about 100 head on feed, collected ultrasound information on them.

**BQA Report.** Nancy G reporting. Big event coming in October 25-26 with Stockmanship & Stewardship Event at Erie County Fairgrounds. Only 4 events around the country each year, first time in NE. Fee is only \$75 for both Friday & Saturday. Focusing on beef and dairy. For beef, will count for certification for BQA. For Dairy, will be Continuing Education credits for FARM program. Scholarships for Farmers available. Ron Gill & Curt Pate coming for stockmanship. Sarah Flack coming for grazing. Grants obtained for getting speakers to come in. Hopefully Texas Tech speaker coming for carcass quality. Registration is nearly ready on website. Quiet BQA spring – college work at Alfred State, Cornell University. Chemung County BQA event last month, 15 new producers certified. Advocacy training last year in Ontario County w/ Chandler – about 30 producers, great event. Another opportunity can be put together if there are people interested. NY is doing away with the 2 level certification of BQA and moving to just one, can get certification online or chute-side, and recertification is available in many ways.

**“Beef Farm of Excellence” Program Report.** Betsy reporting. Chelsey & Betsy spent time getting Facebook page set up. Will be working to get recipient stories gathered and start to post on Facebook. Not active at the moment, but gearing up to start posting. Need to review application so we can start pushing in the late spring, early summer for applications.

**Meat Raffle.** Amanda reporting. Concerned about raffle tickets coming back in, many do come in last minute. Should have a profit, but is the program sustainable as a fundraiser? One producer did say that it's tough because the economy is tough right now. Not many producers on the list for supplying the meat right now. Skip thought an email push right now is a good thing to get tickets sold as well as get producers on the supplier list to choose from. Amanda to send out Wednesday in an email.

**Herd Builder Sale.** Skip reporting. Everything in line – 15 lots, 1 embryo lot. Same day as Meat Raffle & Trowbridge Bull Sale. Online bidding. Carlos brought up discussion around requirement of Johnes disease testing for consignments. Discussion should continue through the Sale Committee.

**Supreme Show.** Amanda reporting. Banners are here for winners. Sponsorships have come in. Reception at State Fair sponsorship has been contacted. Announcing for state fair is set. Amanda will have stepped down as ES by the time the show happens, but will be available to help.

**Farm Show Report.** Amanda reporting. Huge thank you to John and Joe, and Brenda, and Paul & Karen Glenister who really took ownership of beef sundaes stand. Also help from NY Beef Council for booth – video streams, it was a huge hit. Amanda has ideas to change the display. Guess the weight of the heifer contest was a huge hit. 3 winners, will get “beef it's what for dinner” merchandise. Writeup in the newsletter. Need volunteers for the whole event – beef sundaes, etc. Saturday speakers can be FFA or 4H kids to help round things out. Farm Show Financial Report – Brenda reporting. Fairgrounds need to charge for expenses, need to pay for milk. Profit of \$4881.50 right now, Brenda passed out Farm Show Financial Report. Will increase amounts for beef sundaes next year, Thursday and Friday sold out early. Getting around 50 meals per tray on Thursday.

**Lobby Days Report.** Joe Lawler reporting. Went to Taste of NY at Empire State Plaza – was amazed at what they offer there. Good representation of farmers there, lots of people to answer questions because questions were varied. Beef sticks being handed out was really good thing and well received. Big thanks to John Kriese for help. Governor Hochul did get beef sticks and photo taken, lots of other legislators had interaction. Over 200 beef sticks handed out. Also beef pins handed out and educational materials. Questions all over the place, from carbon sequestration to how cattle are raised. Next year, pictures of cows – photos from Annual Meeting winners, as well as environmental stewardship winners. NE Carbon Alliance possible partnership – doesn't cost anything. Sean to

help facilitate conversation w/ NYBPA. John is adamant we need our own logo, banner and name tags branding NYBPA for next year.

Discussion around needing to take a good look at our branding to make sure it aligns with what we as an association want to do. Amanda proposes setting up a team to deep dive into branding, maybe utilizing ideas from the producers. Setting up a web store to fund raise with shirts for NYBPA. Amanda to reach out to Taylor, who did last logo, to look at new logos. Joe to look at putting something together, too. Can utilize AI logo generators too. NCBA to help. Website and SEO huge. Amanda, Joe, Carlos, Jonathan & Betsy to work on branding team. Turnaround to get back to council in September.

### **Regional Reports** – no hardcopy reports

**Region 1** – Nancy reporting. Meeting held, no formal presentation. Amanda covered what was going on at State NYBPA level. Did get O-A to do a chuteside BQA training w/ injection model, planned for the next few months.

**Region 2** – Chelsey reporting. Met in February. Had John Winchell w/ Alltech come out and talk about mycotoxins. Full room, good dinner, lots of interaction and questions asked. Got a new secretary – Katie Card-Allen.

**Region 3** – no report

**Region 4** – Sean, regional meeting at Alfred, 60 people, tour of facility, Jerry Emerich w/ Select Sires spoke, talked about EPD & AI sire selection. Lots of engagement, new faces plus familiar. Heidi Nicolas (acquired Empire Livestock) spoke about upgrades and expansions. Barb Benjamin will be Treasurer. Sean & Jonathan will start pushing more regional activities.

**Region 5** – Joe reporting. Nothing happening yet. Amanda to help plan a regional meeting. Gabby wants to step up and help lead. Tim P did a BQA in the fall, but no regional meeting yet.

**Region 6** – Betsy reporting. Glenn Forshee reached out to say he is happy to help. Thoughts to hold pasture walk at Brett Chedzoy's this summer.

**Region 7** – Rich reporting. Meeting a few months ago, work heavily with CCE Jefferson & Lewis counties. Lots of people coming to meetings through their help. Molly Scoville w/ Merck came, spoke about vaccinations and RFID tags. Next meeting 4/23, election of officers, presentation on optimizing hay quality & yield – Joe Lawrence & Abbey Jantzi. Trying to do quarterly meetings. Pasture walk planned, meat market & butchering/grading planned through summer.

**Region 8/9** – no report

**Region 10** – no report

**Region 11** – Carlos reporting. Collaboration w/ CCE meeting in March. Challenges with weather, changes in ag census, other topics. No treasurer today for region. About 35 people in the meeting. Carlos would like to do pasture walk and focus on mineral nutrition w/ Kent Feeds, or sudangrass, in May-June. Going to have meeting to figure out how to help youth get involved in the region & gain membership.

**Region 12** – no report

**Region 13** – no report

**Region 14** – vacant at this time

### **Old Business**

**Policy Committee Formation.** Amanda held discussion around this topic. Blue sheet passed out on thoughts with input from NCBA, to form statewide policy. Amanda to do a blanket email to members to solicit interest. President can appoint chair/co-chair to committee. Joe L & Sean interested, Rich & Erin probably, Joe M interested. Rich Brown maybe to invite? Barb at NCBA will help.

**2025 Annual Conference.** Amanda to send out zoom link for planning, hop on if interested in planning. Wants input for keynote speaker – Kevin Ochsner suggested, Jolene Brown (transitional planning), Kim & others. Amanda to send out email for suggestions & rankings. Date is set January 24-25. Topics should include more advanced topics, maybe breakout rooms. Ideas for John Winchell on feed quality. Ideas of grading on the hoof vs what it looks like on the hook – Steve Olson, Jonathan Campbell. Minerals – John Winchell.

## **New Business**

**NY Ag Alliance.** Discussion around needing more information about how the alliance is set up. Laverne to get us more information. Tabled for later meetings.

**2025 Farm Show/Contract.** Joe moved to participate in NY Farm Show and Chelsey seconded. Discussion around raising prices to be tabled until November when food prices are better known. Beef order was \$6998, total bill was \$9000 – any way to get beef donated?

**Email Platform.** Mass email platform is Flodesk currently, shared with NY Beef Council. NYBPA should diverge and have own account somewhere. Mailchimp is preferred by NCBA, \$318 for essential plan, capped at number of 15,000 emails and/or subscribers. Flodesk is \$420 per year, unlimited email addresses. Discussion around not sending emails to non-renewals.

***Joe L moved to stay with Flodesk and make own account, Kate seconded. All in favor, motion carried.***

**2024 NY Environmental Stewardship Award.** Amanda had discussion around the award in Pennsylvania – in PA they take applications from producers. Amanda wants to move towards this for NY award. . Ashley volunteered to help move this process forward. ***Kate moved to make the ES Award an application process, Joe L seconded. All in favor, motion carried.***

## **Other Issues & Concerns.**

Kate brought up Homesteaders Festival Washington County April 26-28, would be willing to go. Booth fee is \$125. Kate will be there with Farm Bureau, can take applications & directories to provide info on NYBPA without a booth.

Joe L brought up conversation around branding Executive Secretary position & perhaps rebranding as Executive Director or CEO or Executive Administrator, or other. Now might be the time to discuss as it's a rebranding time.

**Next Meeting: Tuesday September 10<sup>th</sup> 2024 at 7pm via ZOOM**

**Adjourn – Chelsey moved to adjourn meeting at 2:24pm. Seconded by Nancy. All in favor. Motion carried.**

Respectfully submitted by:

*Betsy Hicks, NYBPA Secretary*