



NEW YORK BEEF PRODUCERS' ASSOCIATION

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NYBPA Council Meeting Minutes

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Date & Time: September 10, 2024 at 7 pm

Location: virtual over Zoom

Present: Skip Lear, Brenda Dermody, Zack Welker, Betsy Hicks, Becky Kron, Nancy Glazier, Sean Clevenstine, Joe Lawler, Kate Morrow, Ashley Scoones, Chelsey Nelson, John Kriese, Rich Blazeski, Joe Mueller, Barb Benjamin, Melissa Fetterman, Ted Card, Rich Peebles, Amanda Dackowsky, Amy Pyra, Dr. Katelyn Card – Allen.

Skip Lear called meeting to order at 7:02 pm. A quorum was established.

Approval of agenda. *Brenda Dermody motioned to approve, Seconded by Zack Welker. All in favor, motion carried.*

Approval of previous meeting minutes: *Zack Welker motioned to approve, seconded by Brenda Dermody. All in favor, motion carried.*

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

Checking, Savings & Scholarship CD balances shared YTD. Excess of over \$20,000 so far YTD.

Equipment repairs is over budget, due to having to buy Becky a new laptop and had to do some repairs to get it up and running. Everything else is in line with budget. No questions from the group.

Rich B moved to approve. Zach seconded. All approved, motion carried.

Supreme Show Financial Report. Only thing outstanding is bill for trophies (~\$90), profit right now is about \$600. No questions on this report.

Reports

President's Report. Skip reporting, commended Becky for getting right up to speed and doing a great job at State Fair. Next meeting will be for planning annual meeting, reach out to Skip to be a part of it.

Executive Secretary Report. Becky reporting. Website updates coming soon – Junior officers and Environmental Stewardship updates. Cattle Con coming up in February – reach out to Becky for information. Headed to NCBA meeting in Michigan. Received a thank you note from the Juniors for the Spring Preview Show.

Scholarship Committee Report. No report given.

Cornell Advisor's Report. Nancy Glazier reporting. Beef Specialist hired, Adam Murray will start on Sept 16. He will sit as the advisor for NYBPA, has a great background and will be a good fit for NY. Stockmanship & Stewardship Conference coming up in October 25 & 26, agenda is being finalized and

registration is open. First time conference is being offered in the NE, only four offered across the country. We want a good showing so we can have it offered in future years hopefully too. All indoors, weather is not a factor.

Beef Council Report. Ashley Scoones reporting. NYBC fiscal year ends end of September and will have more updates for November meeting. Engaged with media a few times this year and were in NYC three times this year. Reached over 8 million consumers this year. Participating in a Sam's Club ecommerce campaign. Chrissy did an on-the-farm STEM program in Boonville, reached many educators that will engage with students throughout the year. Was at State Fair for beef day, had about 250 people in attendance for charcuterie competition. Want to get a jump on May Beef Month planning for 2025 – have a spot reserved for Beef Day in Albany, want an NYBPA represented there. Will not be at Region 1 NCBA meeting, nor any staff, so happy that Becky can be there. NYBC Staff meeting will be in October, NYBPA is welcome to attend. Goal setting and budget meeting, in person in Utica, need head count by 13th.

CBB Report. John Kriese reporting. Most info can be found in the NYBPA newsletter. Excited about the returns that beef checkoff gives in comparison to other industries. Demand for American beef is strong and has never been higher, testament to the time spent driving home the message that beef is a great protein choice and great product. BQA is continuing to be a great program to bring beef farmers and ranchers together. John is also a part of John May fund, and have been approving a lot of projects for safety-minded things with NYCAMH. Making a big difference for lots of producers. Farm Bureau is excited on the policy side of things and wants to see what NYBPA can do with FB, bull test program discussed.

NY Juniors Report. Anna not on, Skip reporting. Fall show in Cobleskill. Semen sale going to try to get done before the end of the year. Usually about \$8000 in sales, want to have it done or else will lose out on that income for this year. Anna will send out notes to the group later.

BQA Report. Nancy thanked John for BQA comments in his report.

Beef Farm of Excellence Committee Report. Betsy Hicks reporting. 2 applications have come in, judging will occur in September and October. Committee will be meeting later in September. Social media sub-committee is gearing up to make first posts on the facebook page.

Meet Raffle Report. Brenda reporting. All winners from this year took the cash instead of the meat raffle prize. Not intended, we need to decide how/what we raffle off. Want to promote meat from NYBPA members. Income down this year. Need to decide by November when we send out information for the next year's raffle. Skip commented that income may be down because members aren't selling tickets. Orleans County 4-H kids raised over \$20k for their raffle, but kids are excited to sell tickets.

Skip talked about how we need to refocus fundraising. Online store, branded outerwear to help raise money, sell beef products at state fair, etc. Becky talked about selling extra shirts and hats at State Fair, made over \$200 and sold out of extras. People want to promote slogans and willing to purchase shirts, etc.

Beef packages are an idea for raffle, but shipping is very expensive if that has to be a part of it. Kate Morrow discussed that the problem with a beef raffle is tough because we as NYBPA members, aren't interested in winning beef, and those that we are selling tickets to generally would be purchasing beef

from them and so if they win, would be losing out on a sale. Zach talked about doing maybe a calf raffle instead. Kate talked about MT heifer raffle, association purchased \$3000 heifer, raised \$20k with ticket sales. Skip brought up making it a \$3000 voucher for a breeding animal or \$3000 towards a cattle handling system. Kate will look more into raffle in MT. Thought for annual conference.

John K mentioned that if it's a problem to raise money, we need to refocus on why members aren't selling tickets. The purpose is to help members and promote beef. Sean mentioned that maybe we still do a heifer raffle and do that internally. Joe mentioned that the ticket explanation needs to be made clearer on the ticket if the meat raffle stays the same. Chelsey mentioned that maybe the members need to be pushed to get on the raffle list. Discussion around how people choosing the money instead of the beef leads to more money retained for profit because beef is very high. Skip mentioned that providing more incentive to sell tickets may be needed. Discussion around our membership is about half of what it was when meat raffle was started.

Beef Raffle will continue like last year. Kate will look into heifer raffle info.

Herd Builder Report. Skip reporting. Made \$2982.48 for 2024 sale, less consignments but more money than 2023, but no auctioneer fee in 2024. Increased entrance fee for consignments, overall worked pretty good. No questions on report.

Supreme Show Report. Becky reporting. Overall a success, went smoothly. Purina official sponsor, thanked lots of volunteers by name. Banners were ordered, 42 ordered, 1 extra. 32 counties represented and 41 head in the show. Warren Bippert Scholarship presented during show. Pictures have been posted on Megan Anderson facebook page and reposted by NYBPA facebook page. Becky is requesting any feedback from those in attendance, please reach out to her. Will be reaching out to county fair exhibitors to survey. Thoughts on a NY Born Bred & Raised class, also thoughts on NY judges.

Beef Day a success, lots of coverage and interaction with consumers. Lots of directories went out to people looking to buy beef locally, plus cooking things. Beef byproducts touch & feel box – hands on display that was successful for fairgoers.

Regional Reports.

Region 1 – no report

Region 2 – Chelsey reporting, October 5 at Cherry Creek, BQA & speaking event w/ John K and Jeffrey Winton. 8:30-3pm

Region 3 – no report

Region 4 – Sean reporting, probably meeting late October.

Region 5 – no report

Region 6 – no report

Region 7 – no report

Region 8 – no report

Region 9 – no report

Region 10 – no report

Region 11 – Melissa Fetterman reporting, trying to get plans together for October meeting. Will team up with Carlos.

Region 12 – no report

Region 13 – no report

Region 14 – no report

Old Business –

2025 Annual Conference. Becky reporting. Kevin Oschner keynote speaker booked. Need someone to facilitate roundtable discussion. Venue is secured, finalizing agenda.

Wanted to discuss vendors and pricing. Thoughts to keep the same for vendors, just move photo contest and silent auction to meeting room to give more space to vendors. Pricing for registration should remain the same for 2025 as well.

Environmental Stewardship Award. Becky will update the website with Ashley, any questions please send to Becky or Ashley. Need to refer to November 2023 notes for application and judging processes, follow through with Amanda's notes if needed. Ashley and Chrissy will push out to their lists to get applicants. Skip welcomes the help from NYBC to work through applicants and judging.

Email Platform. Becky updated that e-blasts and changes are working well. E-blasts are useful in reaching membership. Seems to be easy and straightforward.

New Business –

Logo Update – Becky updating. Working with NCBA to update logo, free to update with them. It will be a long process to get everything updated. Committee is working together, have gotten 2 proof options and will bring to NYBPA to vote on by annual meeting. Have worked with NCBA to get what we want, have sent back to NCBA a couple times. Joe added that the ones the Juniors were getting were very nice, but they're paying for them. If we can't get what we want, maybe we should look at who is designing theirs (Taylor) to update ours. Talking about branded outerwear, the logos would go on that and the designs would pay for themselves. Brenda agreed with Joe's comments about logo quality, and we want logos to be consistent between the NYBPA and NYJBPA. Rich added that it's a 10-15 year investment in logo updates, well worth the investment. Brenda will contact Taylor to have her send us the price list to share with the logo committee.

NCBA Mailing List Campaign. Becky updating – NCBA wants to do a mailing campaign to increase membership in each state. Email list would be only used for NCBA use, not shared with anybody else. Ted mentioned that we haven't shared email lists in the past, not sure if we have the right to share emails with anyone else. Discussion around not sharing our email lists with anyone at this point.

Farm Show. Glennisters not on, Brenda updating. February 23-25, NYBPA spot is paid. Glennisters should be on board. Planning is underway.

Other issues & Concerns. None brought forward.

Next meeting Saturday Nov 2, 2024 at 10:00 am at Simply Homemade in Waterloo.

Brenda moved to Adjourn. Rich seconded. All in favor, motion carried. Meeting ended at 9:02pm.

Respectfully submitted by: *Betsy Hicks, NYBPA Secretary*