

Final Minutes
Virginia Cattle Industry Board
July 16, 2024 - 10:00 AM
The Etgen Center, VT
Blacksburg, VA

Presiding: Bill Tucker, Chairman

Roll Call:

Members Present

Julia Jones
 Bill Tucker
 Bob Threewitts
 Richard Lloyd
 Buddy Shelton
 Nick McNeil
 David Coleman
 Cecilia Moyer
 Andy Smith

Members Absent

Perry Huffman
 Matthew Hill

Staff Present

Matthew Sponaugle, VDACS Liaison
 Melissa Ball, VDACS

Others Presents

Scott Bennett – VA Angus Association	Tracy Fitzsimmons - VDACS
William Morris – VCA	Becky Roberts – VCE
Stefanie Manbeck – VCA	Phil Blevins – VCE
Dr. John Currin – VT	

Public Comment

There was no public comment.

Grant Updates:

No grant updates were given.

Financial Report

Richard Lloyd reviewed the financial report as presented below:

Summary:		
Cash Balance:	June 30, 2023	\$1,155,461.19
Receipts through:	May 31, 2024	\$302,756.37
Interest through:	May 31, 2024	\$35,193.30
Expenditures through:	May 31, 2024	-\$333,494.23
Cash Balance:	May 31, 2024	\$1,159,916.63
Committed / Unpaid (Grants):	May 31, 2024	\$521,938.67
Committed / Unpaid (Admin)	May 31, 2024	\$22,365.49
Funds available for allocation:	May 31, 2024	\$615,612.47

A motion to approve the financial report was made by Lloyd, 2nd by Shelton. The motion passed.

Approval of Minutes

Shelton moved to approve the draft minutes of the February 15, 2024 meeting. The motion was seconded by Moyer and the motion was approved unanimously.

NEW BUSINESS:

Action on Grant Proposals

The Board reviewed the following grant submissions:

NUMBER	TITLE	ORANIZATION	TYPE	AMOUNT REQUESTED
25-1	Central Virginia Cattlemen Association Special VQA Sale in New Holland, PA	Central Virginia Cattlemen Association	Market Development	\$5,000.00
25-2	Educating Smyth and Washington County Beef Producers in Best Management Beef Farm Practices	Smyth/Washington Cattlemen's Association	Education	\$2,500.00
25-3	FY 24-25 Abingdon Feeder Cattle Association Marketing VQA Feeder Calves	Abingdon Feeder Cattle Association	Market Development	\$2,500.00
25-4	Investigating the Vectors of Theileria Orientalis in Virginia Cattle Pastures	Virginia Tech	Research	\$14,957.00
25-5	Continuing Education for Russell County Beef Producers	Russell County Cattlemen's Association	Education	\$2,500.00
25-6	Cattle Industry Education to Enhance VALOR Program Curriculum	Virginia Tech, VALOR Program	Education	\$6,000.00
25-7	Speciral Sensing for Ergovaline and Mineral Content Monitoring	Virginia Tech	Research	\$24,080.00
25-8	The Science Behind the Sizzle: A Certified Angus Beef Experience	Virginia Angus Association	Education	\$14,970.00
25-9	Improving Beef Color Through Optimized Processing Conditions	Virginia Tech	Research	\$15,000.00
25-10	Virginia Women in Agriculture: Cattle Women Increasing Skills and Education (WISE)	Virginia Cooperative Extension / Virginia State Dairymen's Association	Education	\$17,645.70
25-11	Advancing Mastitis Management: On-Farm Biosensing Systems for Rapid In-Line Detection of Inflammation Markers and Pathogens	Virginia Tech	Research	\$30,334.00
25-12	Highland-Bath, Rockingham, Rockbridge Cattle Producer Marketing Development Trip to Pennsylvania	Highland-Bath, Rockingham, and Rockbridge Cattlemen's Association	Market Development	\$7,500.00
25-13	Extension of "Promoting VA's Cattle Industry 2024" Grant	Virginia Cattlemen's Association	Promotion	\$6,750.00
25-14	VA Cattle Industry Outlook 2025	Virginia Cattlemen's Association	Education	\$10,000.00
25-15	Ontario Cattle Feeders 2025 Convention	Virginia Cattlemen's Association	Market Development	\$14,460.00
25-16	VA Cattle Industry Professional Development Workshop	Virginia Cattlemen's Association	Education	\$12,000.00
25-17	Save-a Calf Bootcamp & Beef Cookery School for Far Southwest Virginia	Lee County Livestock Association	Education	\$4,490.16
25-18	American Junior Simmental Association Eastern Region Classic	Virginia Simmental Association	Youth Development	\$7,500.00
25-19	Assessing Heat Stress Response Between Beef-on-Dairy Cattle and Traditional Beef Cattle in Virginia	Virginia Tech	Research	\$17,088.00
25-20	Growth Performance and Immune Function of Recently Weaned Beef Calves Supplemented with a Bacillus-Based DFM During Backgrounding and Feedlot Receiving Programs	Virginia Tech	Research	\$24,800.00

Total = \$240,074.86

The Board discussed and voted on each grant submission individually. After minimal discussion, the following grants were passed as written with a unanimous vote:

Grant# 25-3: *“FY 24-25 Abingdon Feeder Cattle Association Marketing VQA Feeder Calves”* (motion by Coleman; Smith 2nd)

Grant# 25-4: *“Investigating the Vectors of Theileria Orientalis in Virginia Cattle Pastures”* (motion by McNeil, Lloyd 2nd)

Grant# 25-6: *“Cattle Industry Education to Enhance VALOR Program Curriculum”* (Motion by Moyer; Coleman 2nd)

Grant# 25-7: *“Spectral Sensing for Ergovaline and Mineral Content Monitoring”* (motion by Lloyd; McNeil 2nd)

Grant# 25-9: *“Improving Beef Color Through Optimized Processing Conditions”* (motion by McNeil; Coleman 2nd)

Grant# 25-11: *“Advancing Mastitis Management: On-Farm Biosensing Systems for Rapid In-Line Detection of Inflammation Markers and Pathogens”* (motion by Smith, Moyer 2nd)

Grant# 25-12: *“Highland-Bath, Rockingham, and Rockbridge Cattle Producer Marketing Development Trip to Pennsylvania”* (Motion by Lloyd; McNeil 2nd)

Grant# 25-13: *“Extension of Promoting VA’s Cattle Industry Grant”* (motion by Jones; Threewitts 2nd)

Grant# 25-14: *“VA Cattle Industry Outlook 2025”* (motion by Lloyd; Smith 2nd)

Grant# 25-15: *“Ontario Cattle Feeders 2025 Convention”* (motion by Lloyd; Jones 2nd)

Grant# 25-16: *“VA Cattle Industry Professional Development Workshop”* (motion by Lloyd, Shelton 2nd)

Grant# 25-17: *“Save-a-Calf Bootcamp & Beef Cookery School for Far Southwest Virginia”* (Motion by McNeil; Smith 2nd)

Grant# 25-20: *“Growth Performance and Immune Function of Recently Weaned Beef Calves Supplemented with a Bacillus-Based DFM During Backgrounding and Feedlot Receiving Programs”* (motion by Lloyd; Shelton 2nd)

Other Grant Proposal discussion included:

Grant# 25-1 *“Central Virginia Cattlemen Association Special VQA Sale in New Holland, PA”*

Shelton made a motion to approve the grant at the full requested amount of \$5,000. \$2,500 is granted as a local association marketing grant and the additional \$2,500 is to support the educational component of taking CVCA producers to PA to interact with cattle buyers and educate them about Virginia’s VQA program. Lloyd 2nd and motion passed.

Grant# 25-2 *“Educating Smyth and Washington County Beef Producers in Best Management Beef Farm Practices”*

See grant 25-5 for further details.

Grant# 25-5: “Continuing Education for Russell County Beef Producers”

The Board engaged in much discussion pertaining the impact that funding would have on the projects, and many board members voiced that they would like to see more detail provided in the proposed budgets. Shelton made a motion to approve both Grant 25-1 & Grant 25-5 at \$2,500 each contingent upon the associations provide more detail surrounding their budget to the Chairman and Vice Chairman of the Board for review and final approval. This is to be done within 60 days of notice. McNeil 2nd and motion passed.

Grant# 25-8: “The Science Behind the Sizzle: A Certified Angus Beef Experience”

After reviewing Grant 25-8, Board members wanted to ensure that mileage would only be reimbursed on “vehicles” traveled, not “participants” traveled. Shelton made a motion to approve the grant at the full requested amount emphasizing that mileage does not exceed \$9,547.50 and that only reimbursements be made on actual vehicles traveled. The Association is encouraged to carpool and make full effort to have representation from all areas of the state. Coleman 2nd and motion passed.

Grant# 25-10: “Virginia Women in Agriculture: Cattle Women Increasing Skills and Education (WISE)”

Prior to the meeting, Becky Roberts with VCE submitted an updated budget proposal to the Board. Roberts also meet with the Board during the meeting to add more information pertaining to the expected cost and shared stories of the impact the program has had in the past. Shelton made a motion to approve Grant 25-10 at a total of \$12,645.70, the full amount in the newly submitted budget. Moyer 2nd and motion based unanimously.

Grant# 25-18: “American Junior Simmental Association Eastern Region Classic”

McNeil made a motion to approve Grant 25-18 at \$4,000 to support the four youth competitions including: Sales Talk, Public Speaking, Cattlemen’s Quiz & Genetic Evaluation Quiz, and the Judging Contest. Shelton 2nd and motion passed unanimously.

Grant# 25-19: “Assessing Heat Stress Response Between Beef-on-Dairy Cattle and Traditional Beef Cattle in Virginia”

Some Board members questioned the value of the research project and the impact it would have on the industry. Many felt that despite the results, producers would continue to operate as they have been due to influencing factors with a larger financial impact. McNeil made a motion to deny Grant 25-19. Jones 2nd and motion based with a 6-3 vote.

A summary of grant approvals below:

NUMBER	TITLE	ORANIZATION	TYPE	AMOUNT FUNDED
25-1	Central Virginia Cattlemen Association Special VQA Sale in New Holland, PA	Central Virginia Cattlemen Association	Market Development	\$5,000.00
25-2	Educating Smyth and Washington County Beef Producers in Best Management Beef Farm Practices	Smyth/Washington Cattlemen's Association	Education	\$2,500.00
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25-18	American Junior Simmental Association Eastern Region Classic	Virginia Simmental Association	Youth Development	\$4,000.00
25-19	Assessing Heat Stress Response Between Beef-on-Dairy Cattle and Traditional Beef Cattle in Virginia	Virginia Tech	Research	\$0.00
25-20	Growth Performance and Immune Function of Recently Weaned Beef Calves Supplemented with a Bacillus-Based DFM During Backgrounding and Feedlot Receiving Programs	Virginia Tech	Research	\$24,800.00

Total: \$214,486.86

OLD BUSINESS:

Other Business

Website

Smith made a motion to continue services with Flair Communications to provide website hosting & update services through the 2025 year. Threewitts 2nd and motion passed.

Grant Amendments

Four grant amendments were presented to the Board pertaining to budget changes and term extensions. Threewitts made a motion to approve all amendment request as presented below. Smith 2nd and motion passed.

- 1) A budget change was requested for Grant 23-1B, requesting \$8,750 of funds be moved to Personnel (\$4,750 from Travel & \$4,000 from Contractual). Justification included the fact that the project ended up being much more labor intensive than expected and required less travel then originally estimated. The project lead also requested to extend the grant terms through August 31, 2024.

- 2) A budget change was requested for Grant 24-4. Cost of presenters came in under budget as no presenters took a stipend or charged travel. The Scott County Cattle Association requested to move all remaining funds under “supplies and materials” budget line item. These re-allocated funds will be used to purchase small starter packs of items for participants to draw for at the event.
- 3) A term extension for Grant 24-7 was requested through February 28, 2025. The extension is necessary to allow additional time for planned programs and activities related to the original grant request. No additional funds for the grant were requested, only an extension of terms.
- 4) A term extension for Grant 24-14 was requested through August 31, 2025. This will allow additional promotion for the roll out of the Virginia Cattle App.

Sponsorships

The following events were discussed at the meeting:

- 1) The South East Regional Livestock Judging Contest will be taking place on November 2, 2024 at the Old Dominion Ag Complex in Chatham, VA. Shelton explained that this was a regional contest which drew participation from many different states and due to the size of the event a full facility rental would be needed which cost \$6,000. Shelton included that this would be a great opportunity for the Board to support youth in the area and highlight Virginia as the event would not return to the area for many years.
- 2) The Virginia Junior Simmental Association will be hosting the American Junior Simmental Association (AJSA) Eastern Regional Classic in Harrisonburg, VA on June 4-7, 2024. Youth from across the country will participate in the event which includes multiple animal related contest in additional to the cattle show.

Lloyd made a motion to support both the South East Regional Livestock Judging Contest and the AJSA Eastern Regional Classic with a \$2,500 sponsorship each to help cover the cost of facility rental. McNeil 2nd and motion passed. Both Jones and Shelton sustained from the vote.

Local Marketing Grants

After much discussion pertaining to the use of the \$2,500 local marketing grants, some Board members felt that the program had expanded beyond the original intended purpose of the program. Lloyd made a motion to eliminate the \$2,500 local marketing grant program and evaluate all grant request on their own merit moving forward. Smith 2nd and motion passed.

Future Meeting Date

The next meeting date is tentatively set for Thursday February 13, 2025 in Roanoke, VA.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Matthew Sponaugle, VDACS Liaison