

## DRAFT MINUTES

### **Joint Producer Communications Committee Meeting**

Gaylord Palms, Sarasota Room 703

Wednesday, Aug. 3, 2011

#### **1. Call to Order**

Chairman Hank Maxey called the meeting to order at 2:32 p.m. Committee members unanimously approved the agenda as presented.

#### **2. Introductions**

Chairman Maxey requested introductions of committee members and staff.

#### **Members Present**

- Chairman Hank Maxey, CBB
- Vice Chairman Jon Ferguson, Federation
- Danni Beer, CBB
- Bob Drake, CBB
- Rod Gray, Federation
- Danny Herrmann, CBB
- Larry Jefcoat, Federation
- Chuck Kiker, CBB
- Genevieve Lyons, CBB
- Phyllis Snyder, CBB
- Linda Joy Stovall, Federation
- Kathy Tokach, Federation
- Ronnie Yeargin, CBB
- State Beef Council staff (non-voting): Richard Wortham, Texas Beef Council, Ann Wittmann, Wyoming Beef Council

#### **Members Absent**

- Jim Handley, Florida Beef Council
- Kathleen Hawkins, Michigan Beef Industry Council
- Travis Justice, Arkansas Beef Council
- Jaret Moyer, Federation

#### **Guests Present**

- **Dave Bateman, Illinois, former CBB chairman**
- Kathy Cornett, Texas
- Stephanie Darling, NCBA
- David Gazda, Georgia
- Katie Gazda, Georgia
- Wesley Grau, CBB chairman
- Todd Johnson, NCBA
- Donnie Lawson, Indiana
- Misty Martin, Texas Beef Council
- Stephen Russell, Kansas Beef Council
- Tracy Sakatch, Canadian Cattlemen's Association
- Gina Teel, Alberta

### **Staff Present**

- CBB: Lynn Heinze, staff liaison to committee; Diane Henderson
- Contractor: Melissa Slagle
- McCormick Company/agency representative: Suzi Sutton-Vermeulen
- USDA: Craig Shackelford

### **3. Approve Minutes**

Linda Joy Stovall I moved and Danni Beer seconded to approve the minutes of the Feb. 4, 2011 meeting as presented. Motion approved unanimously.

### **4. Progress Reports**

- Staff liaison to the committee, Lynn Heinze, presented critical success factors for producer communications, and reminded committee members of the producer communications priorities they set in February 2011:

*Highlight checkoff efforts on nutrition, safety, research, promotion and international marketing; increase understanding of how checkoff works and the requirement that all producers comply.*

*While continuing to inform producers who are knowledgeable about the checkoff, target less informed groups of beef, dairy and veal producers and increase understanding of how checkoff works; explain how the checkoff benefits them and their role as stakeholders through a variety of delivery methods.*

- Heinze continued by providing an overview of the FY2011 paid media plan for producer communications – including online, print, radio, and direct communications.
- Checkoff agency representative Suzi Sutton-Vermeulen of McCormick Company updated committee members about the regional advertising pilots accomplished in coordination with state beef councils in FY2011, and explained the BQA/PC advertising partnership in producer communications.
- Trade Media Manager Melissa Slagle provided an update about producer-communications trade shows in which the checkoff participated in FY2011, as well as results of year-to-date earned media efforts.
- CBB Communications Manager Diane Henderson provided updates about direct communications to Beef Board members, state beef councils and other producers and importers, and about materials and activity on MyBeefCheckoff.com.
- Heinze provided an update about coordination with and producer communications materials provided to state beef councils, as well as results of brochure distribution and a summary of the FY11 communication plan.
- Todd Johnson, Federation Services, provided an update about state extensions of producer communications, including state/national annual reports coordinated with CBB.

## **5. Results of Producer Attitude Survey, QSBC Survey, Media Survey**

Heinze provided an overview of the results of the July 2011 Producer Attitude Survey, which indicates continued strength in checkoff support and trust in the checkoff's effectiveness. He said the survey slides would be available online after the meeting.

Texas Beef Council Executive Director Richard Wortham asked that Beef Board staff look at regional differences in support and informed to see how knowledge levels vary from one region to the next. Heinze said CBB would be able to make that available when the cross-tabulations of the survey become available.

## **6. Producer Communications Tracking**

- Sutton-Vermeulen presented results of print publications' "Readex" surveys about checkoff topics, noting they indicate that MyBeefCheckoff ads are doing average or better than average in almost all categories.
- She further presented an overview of the new "Focus Point" tracking system, which will help evaluate distribution and use of checkoff materials in print and electronic media outlets.
- Slagle covered highlights of the latest survey of ag media representatives, which helps identify specific needs of media for receiving checkoff information and materials.
- Heinze presented findings from *Progressive Farmer* surveys, as well as other evaluation measures, including *Successful Farming* Farmers Survey and the QSBC survey.
- Chuck Kiker suggested possibly asking some of the survey questions right from our website.

Chairman Maxey called a recess at 4:08 p.m.

Chairman Maxey reconvened the meeting at 4:27 p.m.

## **7. Fiscal Year 2012 Plan of Work**

- Heinze provided an overview of the proposed plan of work for producer communications in Fiscal Year 2012. Slagle asked for input about checkoff producer communications participation in the NCBA trade show and in exchanging the Dairy Farmers of America trade show participation for Elite Dairy Farmers in FY12.
- Tom Field, executive director of producer education for the checkoff, popped into the meeting for a few minutes to give the committee a glowing report of the BQA team's partnership with producer communications: "We are good at the science protocols," Field said, "but we're not communicators and knew if we wanted to get this information to producers, we were going to need a partnership. And we have been absolutely thrilled with results. The PC team really leverages the dollar, which we didn't even know you could do!"
- The committee returned to discussion about the 2012 Plan of Work. Slagle said her recommendation would be to request from NCBA that, rather than having a separate booth for producer communications at the NCBA Trade Show, producer communications materials be distributed from a rack in NCBA's large trade-show-headquarter booth near other checkoff program activities featured there. Secondly, she said she would recommend skipping the DFA trade show in exchange for participation in the Elite Dairy Farmers event in FY12.

- Discussion on Slagle’s recommendations:
  - Chuck Kiker said he supported the trade show recommendations to avoid a situation that seems to be getting stale.
  - Richard Wortham said he believes the Federation compliance meeting with CBB in September would be a good time to discuss this type of thing with states and get their input. He said QSBCs would like to remain in this loop to help identify opportunities looking forward. Heinze said that would be added to that September agenda.
  - Phyllis Snyder said she believes the recommendation for the NCBA meeting is a good idea to show how the checkoff is integrated to other organizations – “rather than a lone person out there handing out pens.”
- **Phyllis Snyder made a motion to look into making that change at the NCBA Trade Show. Ronnie Yeargin seconded, and the motion passed unanimously.**
- Heinze continued presentation of the FY2012 Plan of Work with explanations of Tactic C: State Partnerships, and Tactic D: Producer Attitude Research.
- **Phyllis Snyder made a motion, and Chuck Kiker seconded, to recommend approval of the Producer Communications Plan of Work. Motion passed unanimously.**

## 8. **Other Business**

Danni Beer asked if anything specifies that there be a certain amount of checkoff dollars invested into producer communications. Chairman Maxey said that, to his knowledge, that is up to the Joint Budget Committee to recommend.

## 9. **Adjourn**

Bob Drake made a motion, seconded by Linda Joy Stovall, for adjournment. With no other business, Chairman Maxey adjourned the meeting at 5:08 p.m.