

Sunset Public Hearing Questions for  
**Beef Promotion Board**  
 Created by Section 43-29-118 Tennessee Code Annotated  
 (Sunset Termination June 2015)

Prepared and presented by Valerie Bass, Executive Director, Tennessee Beef Industry Council

**1. Provide a brief introduction to the board, including information about its purpose, statutory duties, staff, and administrative attachments.**

The Tennessee Beef Promotion Board is comprised of cattle industry representatives within the state. The program’s purpose is to build demand for beef by supporting market development programs designed to increase beef demand and ensure beef’s position as a preferred protein in a healthy diet. The Board’s duties include; planning for and monitoring the progress of marketing goals, proper oversight of financial resources, and ensuring the legal and ethical integrity of its actions. The Tennessee Beef Promotion Program is administered by the Tennessee Beef Industry Council.

**2. Provide a list of the current members of the board. For each member, please indicate who appointed the member, how the member’s presents on the board complies with section 43-29-118. Tennessee Code Annotated. Please indicate if there are any vacancies on the board and explain what is being done to fill those vacancies.**

Beef Promotion Board Members	Appointed by TN Department of Agriculture Commissioner*	Tennessee Beef Industry Council Nominating Organization
Kristina McKee	*	TN Livestock Marketing Assn.
Lake Elliott	*	TN Beef Cattle Improvement Assn.
Bob Willis	*	TN Farm Bureau
Mike Sharp	*	TN Cattlemen’s Assn.
Jennifer Houston	*	TN Livestock Marketing Assn.
Don Terry	*	TN Livestock Marketing Assn.
Jerry Greene	*	TN Cattlemen’s Assn.
Larry McCoy	*	TN Cattlemen’s Assn.
Richard Brown	*	TN Beef Cattle Improvement Assn.
Mark Barker	*	TN Farm Bureau
Larry Church	*	TN Farm Bureau
Celeste Blackburn	*	American Dairy Assn. of TN
Commissioner of Ag or designee	*Advisor	TN Department of Agriculture
Dean of UT Extension or designee	*Advisor	University of Tennessee Extension

There are currently no vacancies on the board.

**3. Does the board’s membership include public/citizen members? Female members? Members of racial minority? Members who are sixty years of age or older?**

The board members are all independent, small business owners and or operators within the cattle industry and represent the diverse segments of cattle production in Tennessee. There are three female members, no members of a racial minority at this time, and at least three members are sixty years of age or older. Board members rotate on and off the board in three year terms. They may serve 2 consecutive three year terms.

**4. How many times did the board meet in fiscal year 2014? How many board members were present at each meeting?**

The Board met 4 times in FY 2014.

October	11 of 12 board members were present
February	11 of 12 board members were present
April	10 of 12 board members were present
July	11 of 12 board members were present

**5. What per diem or travel reimbursement do board members receive? How much was paid to board members during fiscal year 2014?**

Board members receive mileage reimbursement calculated based on the state’s current standard rate of 0.47 cents per mile. The total mileage reimbursement for the board was \$1,904.43

Beef Promotion Board Members	Mileage reimbursement for FY 2014
Kristina McKee	\$53.58
Lake Elliott	\$98.70
Bob Willis	\$46.14
Mike Sharp	\$156.99
Jennifer Houston	\$246.75
Don Terry	\$258.03
Jerry Greene	\$116.33
Larry McCoy	\$334.17
Richard Brown	\$85.90
Mark Barker	\$55.93
Larry Church	\$141.71
Celeste Blackburn	\$310.20
Commissioner of Ag or designee	n/a
Dean of UT Extension or designee	n/a

6. **What were the board’s revenues (by source) and expenditures (by object) for year 2014? If expenditures exceeded revenues, and the board does not carry a fund balance, what was the source of the revue for the excess expenditures?**

The board’s revenue year to date for FY 2014, which is October 1, 2013 through September 30, 2014, is \$312,816.40 (October – June). The source of revenue is the cattle farmer. Each time cattle farmers sell a cow he or she pays 0.50 cents per head to the TN Beef Promotion program. There is a refund provision for those farmers who do not wish to participate. The majority of the funds (about 90%) are collected by the state livestock markets and deposited into the Beef Promotion bank lockbox. The additional 10% of revenue is generated by independent cattle buyers, cattle farmer sponsored cattle sales or farmer to farmer sales. Those collections are remitted to the program’s bank lockbox as well. Expenditures are coded to the appropriate program area and a copy of the check register is sent to the board treasurer each month. The board’s expenditures have not exceeded its revenue.

**Tennessee Beef Promotion Board FY 2014 Revenue**  
(October – June 2014)\* 3 months remaining

MONTH	REVENUE	REFUNDS	TBPB REVENUE
OCT'13	\$ 53,634.00	\$ 914.00	\$ 52,720.00
NOV'13	\$ 37,464.50	\$ 177.00	\$ 37,287.50
DEC'13 & JAN'14	\$ 59,614.35		\$ 59,614.35
FEB'14	\$ 23,514.00		\$ 23,514.00
MARCH'14	\$ 45,947.50	\$ 5.00	\$ 45,937.50
APRIL'14	\$ 35,864.55	\$ 246.50	\$ 35,618.05
MAY'14	\$ 26,072.50	\$ 8.00	\$ 26,064.50
JUNE'14	\$ 32,060.50		\$ 32,060.50
JULY'14			
AUG'14			
SEPT'14			
<b>TOTAL REVENUE</b> (YEAR TO DATE)			<b>\$ 312,816.40</b>

**Tennessee Beef Promotion Board FY 2014 Expenditures**  
(October – July 2014)\* 2 months remaining

	Month to Date	Year to Date	Budget	Remaining
<b>CONSUMER INFORMATION</b>				
Education	7,622.84	33,996.25	50,000.00	16,003.75
Nutrition & Health	6,265.09	17,993.80	26,300.00	8,306.20
Public Relations	6,946.78	51,656.91	48,500.00	(3,156.91)
Total Consumer Information Function	20,834.71	103,646.96	124,800.00	21,153.04
<b>PROMOTION</b>				
Retail and Foodservice	780.45	21,800.04	41,500.00	19,699.96
Advertising	1,787.31	60,188.60	66,000.00	5,811.40
Total Promotion Function	2,567.76	81,988.64	107,500.00	25,511.36

	Month to Date	Year to Date	Budget	Remaining
<b>INDUSTRY RELATIONS</b>				
Producer Communications	2,733.33	26,257.65	46,500.00	20,242.35
Total Industry Information	2,733.33	26,257.65	46,500.00	20,242.35
<b>COLLECTION/COMPLIANCE</b>				
Collection/Compliance	2,194.40	21,237.72	25,500.00	4,262.28
Total Collection/Compliance	2,194.40	21,237.72	25,500.00	4,262.28
<b>ADMINISTRATION</b>				
Administration	3,669.12	37,471.39	50,250.00	12,778.61
Total Administration Function	3,669.12	37,471.39	50,250.00	12,778.61
<b>Total All Function</b>	<b>31,999.32</b>	<b>270,602.36</b>	<b>354,550.00</b>	<b>83,947.64</b>

**7. Is the board subject to Sunshine law requirements (per Section 8-44-1020 et seq., Tennessee Code Annotated) for public notice of meetings, prompt and full recording of minutes, and public access to minutes? If so, what procedures does the board have for informing the public of its meetings and making its minutes available to the public?**

Yes. Meetings are announced with no less than 2 weeks' notice on the state's online Newsroom under Agriculture and Media Advisories which is accessible from anywhere within TN.gov. Additionally, public meeting notices are posted on TN.gov's searchable Public Participation website at <https://apps.tn.gov/pmn/index.html>, and public meeting notices are distributed to approximately 25 major daily newspapers across the state. Minutes are available upon request.

**8. Does the board have a conflict of interest policy? If so, please attach a copy of that policy.**

No. However, we plan to implement its use for FY 2015.

**9. Does this board have rulemaking authority? Has the board promulgated rules and regulations? If so, please cite the reference.**

No.

**10. Does the board have a website? If so, please provide the web address. What kind of public information is provided on the website?**

No. However the Tennessee Beef Promotion information can be found on the Tennessee Beef Industry Council's web page at [www.beefup.org](http://www.beefup.org). This website has consumer information about beef and information about current and past activities and promotions.

**11. Describe the nature and extent of the board’s accomplishments in the last fiscal year.**

The Board approves a marketing plan and budget annually. Listed below is an overview of accomplishments for FY 2014. A complete list of the strategies and tactics for accomplishing the following goals is in the 2013-2014 Marketing Plan which is available for review upon request.

**Health and Nutrition:** Communicated positive beef messages to consumers through educators, health professionals and media by providing resources, speakers and materials detailing beef’s role in a healthy diet. Worked with School Foodservice Directors to provide new innovative, cost effective school foodservice beef recipes to managers throughout the state.

**Youth Education:** Provided educators, leaders, and influencers with materials to teach youth about the nutritious body benefits of beef and about how cattle are cared for and raised. Develop opportunities for students to learn more about beef and the beef industry. Expanded youth contests and Beef Ambassador Program, provided grilling schools for 4H meat cookery participants throughout the state.

**Public Relations:** Relayed positive messages about beef and beef products to consumer influencers and consumers through a variety of media promotions including contest, events, and activities designed to bring awareness and excitement to beef’s versatility, exceptional flavor and positive role in a healthy diet. Began work on a social media platform.

**Retail and Foodservice:** Communicated factual information about beef, encouraged beef marketing & sales, positioned beef as an essential power food and showcased new beef products by working with retailers and foodservice operators to increase beef promotions and beef sales. Conducted meat managers training throughout the state.

**Advertising:** Promoted beef’s attributes through various methods including radio, print ads, social media, contests, Collegiate Beef Days, July Beef Month activities and other special promotions. Partnered with other agricultural commodities to highlight how farmers care for their animals.

**Producer Communications:** Communicated with producers about how their Beef Promotion monies are used to promote beef and beef products by creating opportunities for sharing the accomplishments of the program such as placing ads or advertorials in industry publications, e-newsletters, exhibiting at industry field days, attending cattlemen’s county meetings and providing materials to livestock markets.

**12. Has the board developed and implemented quantitative performance measures for ensuring it is meeting its goals? (Please answer either yes or no). If the board has developed and implemented quantitative performance measures, answer questions 13 – 20. If the committee has not developed quantitative performance measures, proceed directly to question 21.**

No.

**21. Provide an explanation of any items related to the board that may require legislative attention, including your proposed legislative changes.**

Not at this time.

**22. Should the board be continued? To what extent and in what ways would the absence of the board affect the public health, safety or welfare of the citizens of the State of Tennessee?**

Yes. The Tennessee Beef Promotion Board and program has been instrumental in preserving Tennessee cattle farmer's ability to independently promote beef and effect demand by meeting consumer needs. The Beef Promotion programs educate consumers about safe food handling, cooking methods, and how to maximize value when selecting beef. In addition, the program conveys factual information, about the industry, to consumers who may be intentionally misinformed, by groups with a prejudice against animal agriculture, about how farmers raise and care for their animals. Consumers should have the facts about beef from the people who produce it. They should have access to the important nutritional information that helps them make informed decisions for their families. The beef promotion program helps provide resources that educate consumers, health professionals, retailers and foodservice operators about 'all things beef'. The program provides a service to consumers and gives cattle farmers in Tennessee a platform to share their knowledge about what they do to ensure a safe wholesome product for the consuming public.

A comprehensive national 'return on investment' study was completed in July by Dr. Harry Kaiser of Cornell University. The study concluded that for every dollar invested in the national Beef Checkoff program, 2006 - 2013, the producer received \$11.20 return on investment. In addition Dr. Ron Plain, Ag Economist at the University of Missouri – Columbia, reports that "demand for beef is highest in years." Even with a shorter supply of beef, consumers want it, which is good news for our Tennessee cattle producers.

**23. Please list all board programs or activities that receive federal financial assistance and therefore are required to comply with Title VI of the Civil Rights Act of 1964. Include the amount of federal funding received by program/activity.**

**If the board does receive federal assistance, please answer questions 24 – 31.  
If the board does not receive federal assistance, proceed directly to question. 30.**

The board does not receive federal assistance.

**30. Please provide a breakdown of current board staff by title, ethnicity and gender.**

<b>Title</b>	<b>Ethnicity</b>	<b>Gender</b>
Executive Director	Caucasian	Female
Administrative Assistant	Caucasian	Female
Director of Youth, Retail & Foodservice	Caucasian	Female
Receptionist	Caucasian	Female

**31. Please list all board contracts, detailing each contractor, the services provided, the amount of the contract, and the ethnicity of the contractor/business owner.**

None.