

Virginia Cattle Industry Board
Annual Report
2020-2021

I. Narrative

Item 4 of Chapter 565 of the 2016 Acts of Assembly required the Virginia Beef Industry Council (Council) to survey members about the utility of the Virginia Beef Industry Council Act (Act) (Va. Code § 3.2-1300 *et seq.*) and the Virginia Cattle Assessment (Assessment) collected pursuant to the provisions of the Act and to report its findings to the General Assembly by January 1, 2018. This work was performed on behalf of the Council by the Virginia Cattlemen's Association through a survey of cattle producers to determine the producers' opinions regarding (i) how, if reinstated and enforced, the Assessment should be administered, (ii) for what priorities Assessment funds should be utilized, and (iii) at what rate the Assessment should be set. The results of the producer survey indicated a general support for reinstatement of the Assessment to be utilized primarily for activities promoting the Virginia feeder cattle business, payable at a per head rate higher than currently established by the Act.

Chapter 469 of the 2018 Acts of Assembly addressed the matters raised in 2016 and provides for the following: the Beef Industry Council was renamed as the Cattle Industry Board (Board) and (i) reduced the size of the Board from 15 to 11 members; (ii) requires that the designations of the six cattle production areas represented by members be updated every five years based on U.S. Department of Agriculture (USDA) National Agricultural Statistics Service information; (iii) amends which trade associations may nominate candidates to the Governor for appointment to the Board; (iv) prohibits Board members from serving concurrently on a National or State Beef Checkoff Board; (v) directs the Board to elect a chairman from its membership and such other officers as deemed appropriate; (vi) provides that all unexpired terms of current members of the Board expired on July 1, 2018, and makes eligible for reappointment any such member; (vii) provides for the initial staggering of terms of Board members appointed to terms beginning July 1, 2018; and (viii) removes the authority of the Board to adopt regulations.

The act also renamed the Virginia Beef Industry Fund as the Virginia Cattle Industry Fund (the Fund) and clarifies that its provisions shall not affect the USDA-approved collection and administration of the National Beef Checkoff or the dispersal of any collected funds in accordance with the guidelines of a marketing plan approved by the national Cattlemen's Beef Promotion and Research Board.

The act increased the amount of the assessment from the sale of cattle that handlers must pay from \$0.25 per head to 50 cents (\$0.50) per head beginning January 1, 2019, and ending July 1, 2023, and requires that each handler remit such assessment to the Tax Commissioner. This assessment is not due on the sale of cattle of any type weighing 99 pounds or less or animals selling for less than \$100 per head. This code section (i) allows producers who are dissatisfied with the assessment and the Board's use of it to receive a refund if they petition the Board in writing within 90 days of the collection of the assessment and (ii) requires the Board to refund such assessment within 90 days of receiving such petition.

Finally, the legislation specified for what purposes the Board can use the funds collected and requires that the Board develop and publish a strategic plan prior to expending a substantial amount of the funds collected through the assessment.

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II. Budget and Finances

July 1, 2020 – June 30, 2021

Income

Assessment Collected:	\$352,322.80
Assessment Refunded:	\$ -3,598.50
Interest Collected:	<u>\$ 3,545.65</u>
	<u>\$352,269.95</u>

The Virginia Cattle Industry Board is responsible for the promotion and economic development of the Virginia cattle industry and of beef products, including the improvement of the commercial value of cattle for Virginia producers. The Board is authorized to expend collected funds to provide for programs to serve the Virginia cattle industry for market development, education, publicity, research, and the promotion of the sale and use of cattle and beef products; and to contract for market development, publicity, research, advertising, and other promotional services. The Board has developed this grant program to serve Virginia’s cattle industry.

Proposals must fall into one of the following categories:

- Education: Funded proposals will focus on cattle industry related education of producers, consumers, influencers, and/or youth
- Market Development: Funded proposals will address potential new and expanded market opportunities.
- Promotion: Funded proposals will promote Virginia cattle and beef.
- Research: Applied research proposals will address enhanced practices for net profitability.
- Youth Development: Funded proposals will be regional or statewide in scope and have a strong educational component.

VCIB funds two grant cycles each year (March and September).

III. Projects & Funding

FY 21 Round One Funding:

Title	Organization	Type	Amount
Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants	VCE / VT Animal & Poultry Sciences Department	YD / E	\$5,000.00
Creep-Grazing Brassica and Small Grain Forages for Fall-Born Calves	Shenandoah Valley Ag Research & Extension	R	\$6,816.00
Filling the Forage Gap with Annuals: Educating Grazing Producers to Increase Profitability and Sustainability	American Farmland Trust	E	\$1,720.00
Abingdon Feeder Cattle Association Feeder Calf Traceability Project	Abingdon Feeder Cattle Association	MD / P	\$10,000.00
Calf Traceability Travel	State-wide Cattle Associations	MD / P	\$2,000.00
Augusta County 4-H/FFA Market Animal Show Steer Ultrasound Carcass Contest	VCE - Augusta County	YD	\$10,000.00

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Exploring and Improving Cattle Marketing in Virginia through Travel & Case Study	Virginia Cattlemen's Association	E	\$8,809.09
CVCA's Pennsylvania Feeder Calf Marketing Social	Central Virginia Cattlemen's Association	MD	\$2,500.00
Total			\$46,845.09

FY 21 Round Two Funding:

Virginia Master Cattleman Producer Education Program	Abingdon Feeder Cattle Association	E	\$3,500.00
Southwest Virginia Forage Research Program	Washington County Extension Office	R	\$6,400.00
Virginia Women in Agriculture: Hands On Cattle Training	Virginia Cooperative Extension	E	\$8,648.52
Assessment of Opportunities to Enhance Virginia Cattle Through Genetics and Marketing	Virginia Tech	R	\$7,122.50
Engaging and Promoting the Virginia Cattle Producer	Virginia Cattlemen's Association	E	\$22,000.00
Expanding Beef Processing Capacity in Virginia	Virginia Tech	R	\$29,785.00
Expanding Artificial Insemination in Far Southwest Virginia	Lee County Livestock Association	E	\$6,182.60
CVCA's Feeder Calf Marketing Outreach	Central Virginia Cattlemen's Association	MD	\$2,500.00
Total			\$86,138.62

IV. Year End Funding Level

CC 615:

Cash Balance 7/1/2020:	\$463,917.45
Revenue (Virginia Cattle Assessment)	\$348,724.30
Revenue (Interest)	\$3,545.65
Expenditures:	<u>\$29,186.76</u>
Cash Balance 6/30/2021:	<u>\$787,000.64</u>

V. Board Meetings & Attendance

July 10, 2020 – Electronic Meeting

Members Present:

Andy Smith Matthew Hill Cecelia Moyer Steve Furrow Bill Tucker Richard Lloyd David Coleman Buddy Shelton

Members Absent:

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Jared Burner Perry Huffman Paige Pratt

September 19, 2020 - Weyers Cave, Virginia

Members Present:

Andy Smith, Cecelia Moyer, Paige Pratt, Jared Burner, Bill Tucker, Richard Lloyd, David Coleman, Buddy Shelton

Members Absent:

Perry Huffman, Matthew Hill

October 27, 2020 – Electronic Meeting

Members Present:

Andy Smith, Cecelia Moyer, Paige Pratt, Matthew Hill, Bill Tucker, Richard Lloyd, David Coleman, Buddy Shelton

Members Absent:

Perry Huffman, Jared Burner

December 8, 2020 – Electronic Meeting

Board Members Present:

Andy Smith, Matthew Hill, Paige Pratt, Bill Tucker, Richard Lloyd, Buddy Shelton, Steve Furrow, Cecilia Moyer, David Coleman, Perry Huffman

Members Absent: Jared Burner

February 4, 2021 – Electronic Meeting

Board Members Present:

Andy Smith, Matthew Hill, Paige Pratt, Bill Tucker, Jared Burner, Richard Lloyd, Buddy Shelton, Steve Furrow, Cecilia Moyer, David Coleman, Perry Huffman

February 25, 2021 – Electronic Meeting

Board Members Present:

Andy Smith, Cecelia Moyer, Matthew Hill, Bill Tucker, Richard Lloyd, David Coleman, Buddy Shelton, Perry Huffman, Steve Furrow

Members Absent

Paige Pratt, Jared Burner