

Virginia Cattle Industry Board
Annual Report
2023 - 2024

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, 2023 – June 30, 2024

Income

Assessment Collected:	\$353,761.03
Interest Collected:	<u>\$ 49,775.83</u>
	<u>\$403,536.86</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 23/24 Round One Funding:

Title	Organization	Type	Amount
Multiplying Marketing Opportunities	Pittsylvania County Cattlemen's Association	MD	\$2,500.00
Does Implanting Nursing Calves Impact Cow Weight and Body Condition? Part 2: Does Implanting Calves Improve Cow Calf Profitability?	VCE - Augusta Co	R / E	\$4,000.00
Optimizing Processing Conditions for High-Quality Tender Beef	Virginia Tech	R	\$30,000.00
Southwest Virginia Beef Cattle Production - From the Soil, To the Grass, To the Beef	Scott County Cattle Association, Inc.	E	\$7,710.00
Central Virginia Cattlemen Association Special VQA Sale in New Holland, PA	Central Virginia Cattlemen Association	M	\$2,500.00
Southwest Virginia 4-H Education Center 4-H Livestock Camp	Southwest Virginia 4-H Education Center	YD	\$4,500.00
Virginia Beef Center of Excellence Operational Funds and Materials	Virginia Tech	E	\$9,264.00

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Cattlemen's Boot Camp Program: Giving Beef Producers Hands-on Opportunities for Educational Growth that Meet Producer's Needs	Virginia Tech	E	\$4,603.00
Market Development for Tidewater Beef Cattle III	Eastern Virginia Cattlemen Association, Inc.	MD	\$2,500.00
Cow Reproduction Bootcamp for Far Southwest Virginia	Lee County Livestock Association	E	\$2,613.50
2024 VA Cattle Industry Outlook	Virginia Cattlemen's Association	E	\$10,000.00
Cattle Producer Education Program Grant	Virginia Cattlemen's Association	E	\$5,000.00
VA Cattle App Promotion	Virginia Cattlemen's Association	P	\$20,000.00
VA Cattle Marketing and Promotion - Ontario Trip	Virginia Cattlemen's Association	MD / P	\$12,275.00
Beef Quality Assurance Education for Virginia High School Agriculture Students and Virginia Youth Livestock Program Participants	Virginia Tech	YD / E	\$6,500.00
Building Knowledge, Confidence, and Future Industry Leaders - Virginia Youth Livestock Educational Contest	Virginia Tech	YD / E	\$5,000.00
Total			\$128,965.50

FY 23/24 Round Two Funding:

Marketing and Promotion for Scott County Cattle Association, Inc. Premium Assured Heifer Sale 2024	Scott County Cattle Association	MD / P	\$2,500.00
International Travel Provides Education, Opportunity, and Networking Virginia 4-H All Star Livestock Judging Team - 2024 National Champions	Virginia Tech Extension	YD / E	\$10,000.00
In Vitro Fate of Toxic Alkaloids When Digested With Different Tannin Sources	Virginia Tech	R	\$14,600.00
Furthering Adoption of Bulk Milk Dispensers In Virginia Schools	Virginia State Dairymen's Association	MD	\$14,000.00
Virginia Beef Cattle Center of Excellence- Coordinator Position	Virginia Tech	E	\$32,970.00
Impact of Fescue Toxicosis on Animal Performance and Environmental Quality	Virginia Tech	R	\$9,888.00
Virginia Beef Cattle University	Virginia Tech, Virginia Extension, and Virginia Cattlemen's Association	E / P / R / YD	\$50,000.00
Confirmation of Genetic Variants to Facilitate the Culling of Infertile Heifers in Cross-Bred Beef Cow-Calf Operations	Virginia Tech	R	\$30,000.00
Promoting VA's Cattle Industry 2024	Virginia Cattlemen's Association	P	\$7,500.00
Virginia Cattle App Maintenance	Virginia Cattlemen's Association	P / E / MD	\$37,500.00

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VQA Research	Virginia Cattlemen's Association	R / YD	\$4,800.00
Illinois and Iowa Promotional Trip	Virginia Cattlemen's Association	P / E / MD	\$6,820.00
Investigating the Culinary Needs to Highlight Beef as the Center of the Plate	Virginia Cooperative Extension - Amherst Co.		\$1,500.00
Cattle Industry Education to Enhance VALOR Program Curriculum	VALOR	E	\$6,000.00
Enhanced Beef Industry Awareness, Literacy, and Advocacy through Livestock Evaluation and Competition at Virginia Tech	Virginia Tech	E	\$10,000.00
2024 Virginia 4-H/FFA Market Beef Ultrasound Carcass Contest	Virginia Cooperative Extension - Augusta Co.	YD	\$3,000.00
Total			\$241,078.00

IV. Year End Funding Level

CC 615:

Cash Balance 6/30/2023:	\$1,155,461.19
Revenue (Virginia Cattle Assessment)	\$ 353,761.03
Revenue (Interest)	\$ 49,775.83
Expenditures:	<u>\$ 338,804.82</u>
Cash Balance 6/30/2024:	<u>\$1,220,193.23</u>

V. Board Meetings & Attendance

July 20, 2023 – The Etgen Center

Members Present:

Perry Huffman, Bill Tucker, Richard Lloyd, Andy Smith, Buddy Shelton, Bob Threewitts, Nick McNeil, David Coleman, Cecilia Moyer

Members Absent:

Matthew Hill, Julia Jones

February 15, 2024 – The Virginian Hotel

Members Present:

Matthew Hill, Bill Tucker, Bob Threewitts, Richard Lloyd, Buddy Shelton, Nick McNeil, David Coleman, Cecilia Moyer, Perry Huffman, Julia Jones

Members Absent:

Andy Smith