

MINUTES
HOUSE AGRICULTURAL AFFAIRS COMMITTEE

- DATE:** Thursday, February 16, 2012
- TIME:** 1:30 P.M.
- PLACE:** Room EW20
- MEMBERS:** Chairman Andrus, Vice Chairman Boyle, Representative(s) Lake, Stevenson, Trail, Bolz, Shirley, Patrick, McMillan, Batt, Pence, Lacey
- ABSENT/
EXCUSED:** Representatives Patrick and Batt.
- GUESTS:** Traci Bracco, Idaho Beef Council; Dennis Stevenson, Rules Coordinator; Laura Johnson, ISDA
- Chairman Andrus** called the meeting to order at 1:30 p.m.
- MOTION:** **Rep. Pence** made a motion to approve the minutes of Tuesday, February 14, 2012. **Motion carried by voice vote.**
- Chairman Andrus** recognized the Committee page, **Susie McHan**, for her work during the first half of the Session.
- RS 21270:** **Rep. Boyle** said this Concurrent Resolution will reject the rule for the Veterinary Board of Medicine that the Subcommittee recommended and the Committee voted to reject. She said it relates to a fee not being returned to those who withdrew from the licensing process. She said one rule would return the fee to those who were dishonest during the license process but not to those who withdrew. She said it is a fairness issue.
- MOTION:** **Rep. Bolz** made a motion to introduce **RS 21270** and send it to the Second Reading Calendar. **Motion carried by voice vote.** **Rep. Boyle** will sponsor the bill on the floor.
- RS 21272:** **Rep. Lake** said this Concurrent Resolution will reject the rule that requires identification of all intact animals that come out of an DSA . He said during the Subcommittee meeting they felt this rule was overreaching for the identification of these animals. He said it is hoped that the Department would come back with rules that were not so broad.
- MOTION:** **Rep. Shirley** made a motion to introduce **RS 21272** and send it to the Second Reading Calendar. **Motion carried by voice vote.** **Rep. Lake** will sponsor the bill on the floor.
- Traci Bracco**, Idaho Beef Council, said the Council is the marketing arm for the beef producers of Idaho. She said their mission is to build consumer demand for beef through programs and increase the opportunity for producer profitability. She reviewed check off dollar amounts and said Idaho is one of six states that have an additional check off assessment. She said about half of the check off money collected stays in Idaho for Idaho promotion.
- Ms. Bracco** explained the check off dollars are used for promotion, research, consumer and industry information, foreign marketing and producer communication activities. She reviewed some of the marketing programs they are doing. She said another area they have worked hard on is food service and retail programs. She said they have programs to ensure beef is properly merchandised in grocery stores and there is a knowledge of the beef cuts. She said they have executed several programs for the sale of beef and have built successful retail programs. She said on the food service side their focus is with the distributor sales reps and it is important the sales reps are trained.

Ms. Bracco reviewed the youth programs, saying they are educating the next generation of users, who represent tomorrow's shoppers. She said they have fun ways to educate children and programs that excite teachers, who are able to teach on the industry's behalf. She said their programs for health partners include presenters at health conferences. It is important that doctors understand the health benefits of beef. They have provided nutritional professionals as key note speakers for conferences around the state. She said they have been able to offer credibility on the industry's behalf.

Ms. Bracco said these check off dollars are reaching Idaho consumers and events throughout Idaho and these programs are important in raising consumer awareness. She explained they also send money outside the state. She said it is important to market in other states and in foreign markets. She explained exports have reached an all time high. Ms. Bracco reviewed their budget and said they are pleased with the results they had last year and are on track for this year.

In answers to Committee questions, **Ms. Bracco** said the average consumer eats beef about 1.9 times per week, this is a decrease in consumption. She said the check off assessment is collected each time the cattle changes ownership and checkoff dollars are very limited on what they can be spent on, as per the Beef Promotion Act.

ADJOURN: There being no further business to come before the Committee the meeting adjourned at 2:05 p.m.

Representative Andrus
Chairman

Susan Werlinger
Secretary