

Promotion Committee Meeting- **Meeting Minutes** - May 6, 2020 at 6:00 pm - Conference Call

Attendees: Lisa Neal, Bill Davis, Chris Sankey, Sarah Greene, Andrew Scamardo, Kurt Trammell, Shiloh Hall, Dr. Darrell Wilkes, Lori Edwards, Joe Fuller (Wade Fisher called ahead and could not attend)

Fuller welcomed committee and members Davis, Greene and Sankey shared their Brangus background.

Key Topics were **Project 75 and Frontline Beef Producer**.

A lengthy discussion around the Brangus commercial publication, **Frontline Beef Producer (FBP)** was held. The Promotions Committee is charged with looking at the spend around this publication to the commercial industry. Dr. Wilkes discussed that the FBP is a money loser...up to \$30,000+, primarily due to the very large circulation that the publication goes to. A BEEF list is used to key target states and this list has grown over time. In addition, an IBBA bull buyer list is also used. This publication is published in February and September to provide coverage for the spring and fall bull buying seasons and this takes the place of the Brangus Journal in these months. Challenges around the FBP are that total costs are too high to be covered by current advertising rates, publication times coincide with demand for Registered Female sales advertising and events that may not align with Magazine focus and magazine may be sent to duplicate names. The committee offered input on FBP and those include that the committee likes the content and the magazine itself, important to have a publication for commercial producers, one of the most valuable things we do and helps focus on positive Brangus traits like our females and it provides a concise message to commercial producers in a wide range of environments.

Key Takeaways and Questions:

- Is it time to rethink the FLBP and come up with whole new concept?
- Could we do a smaller publication, focused on regional environments and place as an insert in regional publications.... this would be more of a subtle “informercial” on Brangus...with bull or commercial Brangus female focused ads only.
- Could we add card ads in FLBP and is there an opportunity to increase Commercial ads?
- Objective is for this committee to decide how best to spend limited dollars to promote the breed to commercial cattlemen across the U.S. Would like committee to come to decision (after research is completed) by early June conference call if possible to take to BOD).

Next discussion was around **Target 75** and this committee had some excellent personal contacts that they have a relationship to get started on this critical market survey for the Brangus Breed. Next step is for each of you to look over the survey questions and add/delete to those. In addition, please fill out the Excel spreadsheet with the names of contacts that you would be willing to contact and what segment they are in. Save your changes and bounce back to me or Lori Edwards. Goal would be to have this completed by **May 22** and then get started after our next Conference call in early June.

Minutes by JF

