

Promotion Committee Meeting- **Meeting Minutes** – July 1, 2020 at 6:00 pm - Conference Call

Attendees: Lisa Neal, Bill Davis, Chris Sankey, Sarah, Andrew Scamardo, Kurt Trammell, Dr. Darrell Wilkes, Lori Edwards, Emily Lochner and Joe Fuller

Key Topics: **Frontline Beef Producer, Target 75 Project and Advertising Campaign/Budget for 2020**

Emily Lochner shared information on printing costs for Frontline Beef Producer and the efforts to help the publication meet a breakeven status with this September's issue. Committee is in favor of making slight changes in paper thickness in order to save money, but will keep this issue in magazine format. Ideas for editorial were discussed and the ideas included BIF Convention, YON Family winning at BIF, using some of the Target 75 interviews, Brangus breeders who feed Brangus cattle ( Schmidt Farms and others), article on Ralph Palaez (commercial producer who feeds cattle, is progressive) and highlight IMF advances by the Brangus breed over the past 30 years.

Next discussion was around the **Target 75** interviews and much interesting discussion was covered with the feedback from key industry individuals. The charge of this committee is to move continue with making contact and interviewing cattle industry influentials that they have on their list of contacts. One of issues brought up with buyers was that Brangus are considered 3/8 Brahman blood and we know now that with genetic testing, that our cattle have migrated with a higher percentage Angus over the years through selection pressure responding to market signals.

Fall Advertising campaign was discussed and a modest budget will be spent and keep the promotion budget within its parameters. Due to the ongoing Project 75 still gathering market information, it was consensus of committee to use the spring ad again for fall publications until the market surveys are completed and a more concise message can be presented for ad agencies to propose a long term promotion plan.

A discussion of the GoBrangus Instagram account was held and Dr. Wilkes and staff will select Brangus breeders who prove effective in presenting a positive image for Brangus cattle and allow them to do a 4 day "takeover" of the GoBrangus account. The content theme will be preapproved by staff. At this time, there will be no charge for this, but monetizing this later may be a possibility.

No further action taken.

**Next Meeting – Tuesday August 4, 2020 at 6:00 pm**

Minutes by JF