

MINUTES
HOUSE AGRICULTURAL AFFAIRS COMMITTEE

DATE: Wednesday, March 20, 2019

TIME: 1:30 PM or UPON ADJOURNMENT

PLACE: Room EW20

MEMBERS: Chairman Boyle, Vice Chairman Troy, Representatives Dayley, Kerby, Stevenson, Zito, Andrus, Giddings, Goesling, Marshall, Nichols, Raymond, Erpelding, Toone, Abernathy

**ABSENT/
EXCUSED:** Chairman Boyle, Representative(s) Zito, Giddings

GUESTS: None

MOTION: **Rep. Goesling** called the meeting to order at 1:31 p.m.

Rep. Abernathy made a motion to approve the minutes from the Tuesday, March 12, and Thursday, March 14, 2019, meetings. **Motion carried by voice vote.**

Rep. Goesling turned the gavel over to **Vice Chairman Troy.**

TK Kuwahara, Executive Director, explained the council's long range plans and priorities. She said their objective is to see an increase in wholesale beef demand by 2% annually over the next five years and explained the strategies in place to achieve their goals. She reviewed the nutritional value of beef and explained programs aiming to overcome consumer misperceptions. She explained the various marketing activities going on throughout the year to expand Idaho Beef sales.

In response to a committee question, **Ms. Kuwahara** explained the Idaho Food Bank needed a high quality protein and the Beef Council was able to help fill that need. The Double R Ranch donates up to \$50,000 in matching contributions to help the donations go even further.

In response to a committee question, **Ms. Kuwahara** said they utilize social media including Instagram, Pandora and YouTube.

In response to a committee question, **Ms. Kuwahara** said they are working on a data base list of all cattle ranchers including the smaller growers so that consumers can reach out directly to them.

ADJOURN: There being no further business to come before the committee, the meeting was adjourned at 1:59 p.m.

Representative Troy
Vice Chair

Joan Majors
Secretary