

Virginia Cattle Industry Board
DRAFT - Annual Report
2024 - 2025

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, 2024 – June 30, 2025

Income

Assessment Collected:	\$332,795.76
Interest Collected:	<u>\$ 49,516.57</u>
	<u>\$382,312.33</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 (Summer and Winter).

III. Projects & Funding

FY 24/25 Round One Funding:

Title	Organization	Type	Amount
Central Virginia Cattlemen Association Special VQA Sale in New Holland, PA	Central Virginia Cattlemen Association	Market Development	\$5,000.00
Educating Smyth and Washington County Beef Producers in Best Management Beef Farm Practices	Smyth/Washington Cattlemen's Association	Education	\$2,500.00
FY 24-25 Abingdon Feeder Cattle Association Marketing VQA Feeder Calves	Abingdon Feeder Cattle Association	Market Development	\$2,500.00
Investigating the Vectors of Theileria Orientalis in Virginia Cattle Pastures	Virginia Tech	Research	\$14,957.00
Continuing Education for Russell County Beef Producers	Russell County Cattlemen's Association	Education	\$2,500.00
Cattle Industry Education to Enhance VALOR Program Curriculum	Virginia Tech, VALOR Program	Education	\$6,000.00
Speciral Sensing for Ergovaline and Mineral Content Monitoring	Virginia Tech	Research	\$24,080.00

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The Science Behind the Sizzle: A Certified Angus Beef Experience	Virginia Angus Association	Education	\$14,970.00
Improving Beef Color Through Optimized Processing Conditions	Virginia Tech	Research	\$15,000.00
Virginia Women in Agriculture: Cattle Women Increasing Skills and Education (WISE)	Virginia Cooperative Extension / Virginia State Dairymen's Association	Education	\$12,645.70
Advancing Mastitis Management: On-Farm Biosensing Systems for Rapid In-Line Detection of Inflammation Markers and Pathogens	Virginia Tech	Research	\$30,334.00
Highland-Bath, Rockingham, Rockbridge Cattle Producer Marketing Development Trip to Pennsylvania	Highland-Bath, Rockingham, and Rockbridge Cattlemen's Association	Market Development	\$7,500.00
Extension of "Promoting VA's Cattle Industry 2024" Grant	Virginia Cattlemen's Association	Promotion	\$6,750.00
VA Cattle Industry Outlook 2025	Virginia Cattlemen's Association	Education	\$10,000.00
Ontario Cattle Feeders 2025 Convention	Virginia Cattlemen's Association	Market Development	\$14,460.00
VA Cattle Industry Professional Development Workshop	Virginia Cattlemen's Association	Education	\$12,000.00
Save-a Calf Bootcamp & Beef Cookery School for Far Southwest Virginia	Lee County Livestock Association	Education	\$4,490.16
American Junior Simmental Association Eastern Region Classic	Virginia Simmental Association	Youth Development	\$4,000.00
Growth Performance and Immune Function of Recently Weaned Beef Calves Supplemented with a Bacillus-Based DFM During Backgrounding and Feedlot Receiving Programs	Virginia Tech	Research	\$24,800.00
Total			\$214,486.86

FY 24/25 Round Two Funding:

E-Commerce Beef Promotion with a National Retailer	Virginia Beef Council	Promotion	\$5,000.00
Does Implanting Nursing Calves Impact Feeder Cattle Grades?	VCE - Augusta County	Education, Research	\$4,000.00
2025 Virginia 4-H/FFA Market Beef Ultrasound Contest	VCE - Augusta County	Youth Development	\$3,000.00
Virginia Bovine Emergency Response Plan	Virginia Farm Bureau Federation	Education	\$16,676.00
Butcher Beef Cut Models for Youth Education Throughout Virginia	Virginia Beef Council	Education	\$5,000.00
Enhancing Experiential Learning Opportunities for High School Students at the Virginia Governor's School for Agriculture	Virginia Tech	Education	\$6,616.00
Virginia Beef Cattle Center of Excellence - Coordinator Position	Virginia Tech	Education	\$34,524.00
Relationship Between Genomic-Predicted Genetic Merit in Commercial Cattle and Subsequent Maternal and Terminal Performance	Virginia Tech	Research	\$38,094.00

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Virginia Beef Cattle University 2025	Virginia Tech	Education	\$50,000.00
Education Programs for Eastern Virginia Cattlemen in 2025	Eastern Virginia Cattlemen Association	Education	\$5,000.00
Effects of Chromium Propionate on Performance, Reproductive, and Metabolic Responses of Replacement Heifers	Virginia Tech	Research	\$24,950.00
Uncovering the Effects of Nutritional Restriction on the Follicular Fluid Environment in Beef Cattle	Virginia Tech	Research	\$16,000.00
Virginia Tech Livestock Judging Team Advancement and Growth	Virginia Tech	Education	\$15,000.00
Beef Cattle Field Day: Enhancing Education and Skills for the Future of Virginia's Cattle Industry	Louisa County High School	Education	\$3,857.69
Cattle Industry Education to Enhance VALOR Program Curriculum	Virginia Tech - VALOR Program	Education	\$5,000.00
Virginia Inbound Trade Mission	Virginia Cattlemen's Association	Market Development	\$8,424.00
VQA Research Project	Virginia Cattlemen's Association	Research	\$4,800.00
Rockingham Feeder Cattle Association Annual Meeting 2025	Rockingham Feeder Cattle Association	Education	\$1,500.00
AI-Driven Continuous Monitoring Systems for Dairy Cow Health Using Milker-Implantable Sensors	Virginia Tech	Research	\$38,185.00
Promoting Virginia's Cattle Industry 2025	Virginia Cattlemen's Association	Promotion	\$14,250.00
Genetic Variants that Cause Embryonic Death	Virginia Tech	Research	\$30,000.00
Total			\$329,876.69

IV. Year-End Fund Level

CC 615:

Cash Balance 6/30/2024:	\$1,220,193.23
Revenue (Virginia Cattle Assessment)	\$ 332,516.57
Revenue (Interest)	\$ 49,516.17
Expenditures:	<u>\$ 323,978.58</u>
Cash Balance 6/30/2025:	<u>\$1,278,526.98</u>

V. Board Meetings & Attendance

July 16, 2024 – The Etgen Center

Members Present:

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

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Members Absent:

Matthew Hill, Perry Huffman

February 27, 2025 – Hotel Roanoke

Members Present:

Bill Tucker, Bob Threewitts, Richard Lloyd, Nick McNeil, David Coleman, Cecilia Moyer, Julia Jones

Members Absent:

Andy Smith, Matthew Hill, Buddy Shelton, Perry Huffman

April 23, 2025 – Virtual Meeting

Members Present:

Bill Tucker, Richard Lloyd, Nick McNeil, Cecilia Moyer, Julia Jones, Matthew Hill, Buddy Shelton

Members Absent:

Andy Smith, Bob Threewitts, David Coleman, Perry Huffman