

## American Dexter Cattle Association Region 7 Beef sales committee

### Meeting minutes for Thursday March 11, 2021 8pm CST

Jennifer Hunt  
Karen Reeves  
\* Dale Holecek

Mark Ballard  
Mike Perez

Katy Williams  
Kellie Kahveci

\* designates member absence

A. **A welcome and thank you** to the committee members for generously offering up their time to volunteer

#### B. **Introductions**

1. Karen Reeves- Karen introduced her beef sale experience. Karen has been selling beef locally at farmers's markets with great success. She presented the committee with numerous great tips on selling legally and to reduce the burden on red tape concerns.

#### C. **Legal information**

1. Legal questions: Mark Ballard presented the committee with a thorough informational sheet on the laws as they stand in Texas regarding beef sales. The committee reviewed the facts in the information sheet. There was discussion on next steps and changes to be made to the form. Karen offered to help proof-read our created documents as she has a background in professional editing. Mark wanted to make some changes to the draft next week.

- The committee talked about trying to develop a flow chart of sorts to help new members navigate the do's and don'ts of selling beef
- Jennifer is going to work on creating a similar informational sheet for Louisiana, which is a little more difficult to track down posted laws. She will be reaching out to other members in LA to see if they can help with any knowledge they have on the matter.

2. Beef Quality Assurance Program (certification on food safety and customer assurance of beef production): Committee members discussed their experience taking the BQA online course.

#### 3. Beef Labels

The committee discussed legal requirements on processing packaged labels if selling directly to the public. What does the state require? What does the processor require in order to provide those labels? Also what kind of processors will do custom labels? The committee discussed these questions and is planning to prepare an information sheet with general must haves and notes to labeling, depending on your point of sale.

4. Processing/ slaughterhouse options in Texas and Louisiana: Jennifer shared the excel version of the processing list by grant types. The committee discussed how to best share these documents with the membership.

- The need to create some information templates for members to use when figuring Live weight, hot carcass weight(hanging weight) and Cut/Wrapped product
- Buying or selling "On the Hoof"

#### 5. Website links on Beef production:

Jennifer shared the Gearld Fry website to illustrate the interesting and long research interest Mr. Fry had in producing the best beef cows but also the best cattle. The plan is to attach Fry's links to our website as an informational link.

#### 6. Region 7 Website idea

Discussion on the website included what domain name we want to register. Do we want to fund this website ourselves (Registration and hosting?) Some domain name ideas were put up for discussion. Jennifer will discuss this aspect of the website more with Mike Perez who will be helping us develop and manage the site.

D. The meeting lasted for approximately 90min, ending at 9:30pm. Next meeting planned for 4/15/21 @ 8pm