

## American Dexter Cattle Association Region 7 Beef sales committee

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

Jennifer Hunt

Mark Ballard

Katy Williams

\*Karen Reeves

Mike Perez

Kellie Kahveci

\* designates member absence

A. **A welcome and thank** you from Jennifer Hunt, Regional Director for region 7. Why we proposed the creation of the this committee.

#### B. Introductions

1. Jennifer (East Dallas)- Experience in beef sales direct to customer from processor and live steer sales.
2. Kellie Kahveci- Experience in Farmer Market sales- legal process for State and county. Uses trailer for transport to market.
3. Mark Ballard- New to Dexters and Dexter beef but experience with larger breed cattle.
4. Katy Williams- New to Dexters and cattle, interested in beef sales and legal process.
5. Mike Perez- Experience in direct Dexter steer sales, limited options for beef processing in his area.
6. Karen Reeves- Experience in Farmers Market sales. Uses professionally detailed trailer with refrigeration.

#### C. Areas we need to cover for education on Beef sales in our region

1. Legal questions: What laws are in place in Texas and Louisiana?  
Kellie gave some background into her experience with permits to sell and agencies she contacted to be in compliance. She mentioned the need for a inspected Beef Storage Facility if storing retail beef. She also stated she had to take a food handling course 1x a year for \$12. Plan is for Mark Ballard to contact the Texas HHS ( and Meat Safety Assurance program) for information on state level requirements. Kellie pointed out that there are also additional requirements put out by each county, where sellers may need to contact their local county health department for instructions.
2. Beef Quality Assurance Program (certification on food safety and customer assurance of beef production):  
Jennifer brought up the idea of encouraging the members of our region to take the Free online course to help them set up a more successful beef production program. The committee members planned on becoming certified before the next committee meeting in 4 weeks. Jennifer sent the committee members the link to the Free class.
3. One page Information sheets on beef (Basic information)- Jennifer brought up the idea of having basic education on cuts of beef, beef grading, body conditioning scores on cattle, etc. The plan was to upload such documents to an online region 7 page for ease of viewing.
4. Processing/ slaughterhouse options in Texas and Louisiana: Jennifer located a working excel spreadsheet of current state inspected facilities that both slaughter and sell custom meat in Texas. She was able to find a PDF of locations in Louisiana. Group discussed how we could have a working document to also do reviews on used locations, so better outcomes on selling and processing our beef. Group to determine how we can contact each processor/slaughterhouse to narrow down Beef processors versus just swine or poultry.
5. General articles on Marketing Beef: Look for good current articles to upload to the education section of the site.
6. Farm and Ranch Freedom Alliance Organization was discussed as an advocate for small farmers, with bi annual conferences for a small annual membership fee.
7. Information needed on specifics for Beef labeling...what is allowed? What is not? Can you put a farm name? Weights required for individual sales? Do some processors require different business proof to include LLCs on labels versus a person's name? The group to do more research on this topic.

8. USDA grass fed small producer information page- gather information on this topic for the site.

**D. Organized Regional website**

Mike Perez, with his experience in information systems, kindly showed the committee how we can organize and store our information in a centralized location, on the web. He created a fantastic example for us to view. Our region can secure a URL (name choice in discussion) and create an organized page for all our links and documents. We would be able to share the site link to anyone interested in the information we have put forth for our region. This would also help the current and future regional directors with providing information directly to regional members without relying on emailing such documents each month. The region could also store the regional FOR SALE list on this link for ease of access. The committee would assign specific authorized members to be responsible for maintaining certain documents, so the information remains current and relevant. This is how we would store all of the information previously discussed. Jennifer seeking ADCA BOD assistance on funding the URL and hosting fees, but if not available or approved will seek out private donations to fund such a project, if our region feels the idea is helpful. Estimated cost would be around \$150 a year.

**E. Future topics to discuss in greater detail:**

1. How to price your beef?
2. Pasture management to improve grass fed production and reduce feed costs in other areas
3. How to care for Dexters in the Texas climates (We have a variety a climates in Texas alone.)
4. Local ways to advertise Dexter beef

F. Discussion on next meeting. Committee agreed that a monthly online meeting would be helpful until we get things moving. Meeting will be in approximately 4 weeks (Week of March 8- March 12)depending on committee schedules.

G. The meeting lasted for approximately 90min, ending at 9:30pm