

Montana Pulse Crop Committee
Thursday June 8 2023
Sheridan County Courthouse, Bicentennial Room

Call to Order

The meeting was called to order by Chair, Ryan Bogar at 9:02 am.

The chair called for public comment, no public comment at this time.

Roll Call & Introductions

Those in attendance were: Chair Ryan Bogar, Paul Kanning, Todd Hansen, Executive Director Liz Edmundson, Jeff Winkler Industry Rep, Brian Aklestad on Zoom

Members of the public included Kim Murray, former MPCC committee member, Tim McGreevy, CEO of USADPLC, Sam Anderson from MWBC, Jason Laird from MWBC
Attending via Zoom Riley Slivka with Agristudios, Alison Vergeront with MGGA, Erin Becker & Shannon Berndt with the NPGA, Jon Bennion RFP Grant Applicant, Tara Becken with Real MT, Katesha Campbell with Great Falls Development Authority, Todd Scholz & Sandra Rumney with USADPLC

Department of Agriculture attendance included Zach Coccolli and Weston Merrill

Meeting Minutes

- No changes to meeting minutes from March 20th 2023 meeting minutes. Paul made motion to approve minutes, Todd 2nd the motion, minutes approved.

New Business

- Budget review and FY2023 projections
 - Cody Pearce presented the actual collected amount as of May 31st, 2023, along with the projected amount, based on a 5-year average. The actual amount of assessment collected was already more than the projected amount. Based on this information Cody reported estimated amount that can be used for grant purposes \$2,328,206.00.
 - Brian Aklestad presented a formula/calculation he had come up with to increase reserve. The current reserve is set at a static \$200,000.00. This formula would allow for build up of reserve in high income years and be a cushion if assessment income ever dropped below \$1.5 million. Reserve to never drop below \$200,000.00 and never exceed \$400,000.00. Cody helped us put the formula into the current budget

spreadsheet and we will put it into practice over the next year to see how the reserve fluctuates and determine if it will be an accurate formula.

INCREASE RESERVE FORMULA

PRESENTED BY BRIAN AKLESTAD

Good evening Liz,

Several meetings ago the committee had discussed the reserve - proper amount - how to increase if needed etc.

I had said I would present a formula that I felt addressed the various concerns brought up.

Here it is : on the spreadsheet

Total revenue (line 15) less 1.25 million times 5% = A
Reserve (line 37) = previous year line 37 + A
Reserve to not exceed 400,000.
When reserve reaches 300,000 the 5% is reduced to 3% the next year.

The 5% (A) would have ranged from roughly 43K in 2021 to 8 K in 2023 YTD.

Intent is to keep line 15 at no less than 1.5M. Up to 100k from reserve may be used to do so, so long as reserve does not fall below 200k.

This is presented as a starting point for the discussion

Please include this in the packet so other members can review prior - it takes a minute to process and work through.

Best regards,

Brian

- Paul requested a refunder detail list at every meeting.
- Sam Anderson from MWBC passed around a simple marketing flyer that shows how the Wheat & Barley checkoff money is being utilized. The board agrees this would be a good marketing flyer for the grower's information.
- Alison Vergeront talked on behalf of the MGGA grant from the MPCC. The grant allows for an MPCC director (Liz's position). Discussion is as follows. 12-month contract will be executed from Feb 27th, 2023, to Feb 27th 2024 at a total of \$83,000.00. *Todd motions to approve \$6916.00 per month for four months to finish out the FY 23.24 fiscal year exec position (Mar, April, May, June), Paul 2nd the motion and the motion passes.* Alison and the MGGA will need to apply for a FY24.25-year RFP grant by March 2024 to keep the MPCC executive position.
- After taking out the added reserve of \$40,939 the committee estimates \$2,287,267 that can be awarded for FY 23.24 grants.

Ryan Bogar calls a 10 min break.

- RFP Grant Awards
 - Riley Slivka, Agristudios \$5000.00 Video Highlighting and Featuring the Montana Pulse Grower. Discussion on what kind of video and when the video will be filmed takes place. Riley mentions previous conversation with Liz on using video to market the MPCC and showing where the checkoff money has gone and how it has been used, as well as highlighting the grower, the pulse industry and follow the life cycle of the pulse.
 - Todd made motion to fund Riley Slivka his request of \$5000.00, Paul 2nd motion and motion passes.
 - Jon Bennion cookbook, social media influencer \$74,900.00. Ryan believes the is a grower group (NPGA) project. Paul does not see the value to the growers or how it would increase ROI for growers. Tim McGreevy states most all recipes have gone online.
 - Paul moves to reject funding the proposal, there is a 2nd by Todd and the motion to reject funding to Jon Bennion passes.
 - Real Montana, Tara Becken \$5000.00 Todd suggests aligning with the same amount of funding as other similar organizations, MGGA, MWBC. Tara reports that these organizations have had to decrease funding due to a tightening budget but hopes to see a return/increase in funding by next year.
 - Paul makes motion to approve proposal from Real MT, Todd 2nd motion and the RFP Grant to Real MT of \$5000.00 is approved.
 - Eric Sommer, NASS/USDA \$25,000.00 a collection of crop data by county. Tim McGreevy mentions the information is great to have in a farm bill year. Ryan Bogar questions the accuracy of the growers and what they are reporting.
 - Todd Motions to approve funding of \$25,000.00 for USDA/NASS, Paul 2nd Motion and the motion passes.
 - Great Falls Development Authority, create a Regional Expert Team to do a supply chain analysis and determine end use opportunities in Montana Katesha Campbell. Paul's concern with this grant is that it is only looking at 13 counties in Montana and they are not in the Northeast corner where most pulses are grown. Jeff questions Katesha on how the team will be selected and who they will be. The board would like the authority to reapply next year with a broader scope and study a larger area. Their advice was to communicate with industry members before writing grant to understand what the supply chain needs are. Liz will stay in contact.
 - Paul moves to reject funding for proposal, 2nd by Todd and the motion passes.
 - HOLA Montana, Department of Ag Weston Merrill \$81,467.00. Grant will be used for Colombia trip and Alimentac trade show. Weston will attend with grower or industry rep. MPCC would like to see a collaboration of efforts and communication from state department and USADPLC when hosting trade teams.
 - Todd made a motion to fund HOLA Montana, Paul 2nd Motion and the funding for HOLA Montana passes. "Make us Proud."
 - NPGA \$455,800.00 Shannon Berndt. MPCC asked about transparency within NPGA and Shannon told us all the expenses attributed to the grant are categorized and sent to

Dani and Liz for reimbursement. NPGA will also be taking on the planting date discussion and hopefully make some progress in updating by county.

- Paul moved to approve NPGA proposal, Todd 2nd the motion and the grant for \$455,800 was approved.
- USADPLC \$1,525,000.00 Tim McGreevy, Tim discussed investing in NIFA research to double the funding opportunity. Tim discussed the growing ingredient market and that they have started to track pulse ingredients as a commodity export.
 - MPCC has more money to grant than is currently awarded. Paul Kanning begins the discussion to add 10% of the current proposal to International Marketing, Domestic Marketing, Research, Info/Gov and additional \$75,000 to NIFA for the USADPLC grant. Paul moves to add 10% of the above four categories to the USADPLC budget proposal, Todd 2nd the motion and it is approved to add a total of \$203,500.20 to the USADPLC budget proposal. The total grant for USADPLC will be \$1,678,500.20. We will need an amended budget proposal from Tim McGreevy.
 - The awarded amount for 7 grant applicants is \$2,278,431.20.

FY24 Grant Awards - June 8, 2023 Committee Meeting				Award Amount	
	Riley Slivka			5,000.00	
	Real Montana			5,000.00	
	USDA NASS			25,000.00	
	HOLA Montana			81,467.00	
	NPGA			455,800.00	
	MGGA Exc. Director			27,664.00	
				599,931.00	Total
				2,287,267.03	Est. Cash Available
				1,687,336.03	Remaining to award
	USADPLC		10%	Total USADPLC	
	Category		Increase	Award Amount	
	Domestic Marketing	434,521.00	43,452.10	477,973.10	
	International Marketing	150,038.00	15,003.80	165,041.80	
	Research	477,666.00	47,766.60	525,432.60	
	Education	222,777.00	22,277.70	245,054.70	
			0%	1,413,502.20	
	APA	189,998.00		189,998.00	
	NIFA	75,000.00		75,000.00	
				1,678,500.20	
				8,835.83	Remaining balance

Other Business

- NPGA Update, Shannon Berndt
 - Looking for a new venue for convention, if you have any suggestions for convention speakers, discussion, venues, events please pass them on to Erin. Northern Pulse Grower board will meet June 27th to approve the budget. The last invoice for last years grant will be submitted to Dani in June.

Break for lunch.

- MPCC Executive Director Report
 - Reported on history of pulse crops in US and Montana. When the Montana Pulse Crop Committee began and what the 1% checkoff has been used for to advance and increase ROI for Montana growers. Lastly, as a leader in production Liz would like to push the highlight of Montana Pulse crops as a leader in production, quality, and innovation.
 - Paul gave Liz the advice to split research and education in pie chart.
 - Liz suggested the PSCC convention in Banff in September as a great starting point to connect with our neighbors to the north. Paul suggested the Manitoba convention and (or) Saskatoon convention as well.
 - Paul encouraged Liz to attend DC in February...which she is planning on doing.
 - Todd requested information on the progress of getting grower funds back to Montana when sold to a Canadian processor. Zach Coccolli discussed the current collaboration between, USADPLC (Kim Monk Crop Rev Insurance), the state department, MPCC, MWBC Tammy Suek and NPGA to take all reporting online. Once this is in place, we will do the next push to bring our Canadian buyers to use our new system. The goal is to streamline the process and make it less cumbersome to report information needed by all groups and submit payment in one place.
- Todd Made Motion to Adjourn meeting, Paul 2nd motion and meeting was adjourned. No date, time or location has been set for next meeting.

Approved by Ryan Bogar, Committee Chair

Date

Submitted by Liz Edmundson, MPCC Director

Date