

Montana Pulse Crop Committee
Monday March 20, 2023
MT Department of Agriculture Conference Room 225, Helena MT

The meeting was called to order by Chair, Ryan Bogar at 8:59 am.

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

Roll Call- Those in attendance were:

Chair Ryan Bogar, Paul Kanning, Todd Hansen, Director Christy Clark, Executive Director Liz Edmundson, Dr Sreekala Bajwa Dean of Agriculture from MSU and Brian Aklestad attended via Zoom.

Members of the public included Katesha Campbell and Jolene Schalper from Great Falls Development Authority, Jamie Edmundson and Tara Becken from REAL MT, Eric Sommer with USDA NASS, Jon Bennion with Intermediate Chef, Tim McGreevy with USA Dry Pea & Lentil Council, Shannon Berndt with Northern Pulse Growers Association, Riley Slivka with AgriStudios LLC.

Members of the public via Zoom: Erin Becker with Northern Pulse Growers Association, Dr. Mary Burrows, and Brandy Johnston with MSU. Jeff Rumney, Drex Rhodes, Bryce Hooper, Will Lytle, Madison Jacobson, and Todd Scholz with USA Dry Pea & Lentil Council.

Department of Agriculture attendance included Andy Fjeseth, Cody Pearce, and Dani Jones

Meeting Minutes

- Changes for the November 28, 2022, meeting minutes are as follows: Carryover for the NIFA project and the project listed is spelled CAP.

New Business

- Budget review and FY2023 projections
 - Cody Pearce presented the actual collected amount as of February 28, 2023, along with the projected amount, based on a 5-year average. Board Per Diem Travel can be changed as needed, no changes needed at this time.
 - 8% review- indirect costs are based off the revenue received and based on the awarded amount. It will never be more than 8%. Paul Kanning does not want the 8% taken to include the MGGA Grant that funds the executive director.
 - Estimated amount that the committee will be able to award out \$1,978,870.00.
 - Todd Hansen made the motion to accept the budget as presented. Paul Kanning 2nd the motion. All in favor, motion passed.
- USADPLC Carryover Request
 - Tim McGreevy presented to the committee the annual carryover request and the final report of past activities for 2021-2022. Tim McGreevy with USADPLC is requesting to carry over \$143,218.00 in funds into the 2022-2023 year. Tim included a detailed budget in the request packet.
 - Paul Kanning made the motion to approve the carryover request from Tim McGreevy. Todd Hansen 2nd the motion. All in favor, motion passed.

- Grant Proposals
 - USADPLC, \$1,525,000.00
 - Tim McGreevy from USADPLC presented the FY2023-2024 request to the committee. Funding is split amongst domestic marketing, international marketing, info gov, and research.
 - Riley Slivka, \$5,000.00
 - Riley Slivka with AgriStudios presented to the committee the idea for videos starting with seeding and going through harvest. Working to film 10-20 minutes of film to be cut into a 2–5-minute feature and getting the film clip out within 7 days. Real time production Ag of pulse crops. Riley reminded the committee that they would have the input on what and who to feature, they would have ownership of the final episode, and the clip would be published on both AgriStudios and the pulse committee social media.
 - The cost would be about \$1,428 per episode. \$5,000 would get three videos for sure and could possibly do four videos if requested from the committee.
 - The committee shared with Riley that funding doesn't happen until June, so a seeding video would be out.
 - Jon Bennion, \$74,900.00
 - Jon Bennion shared with the committee that cooking is his passion, however he is not a professional chef. He has been writing and cooking recipes for the local newspaper as a hobby. He currently has columns in papers reaching Billings to Ravalli County, Helena, and Butte. Jon's vision is to develop a cookbook with Montana producers, chefs, and stories. Wanting to weave the story together for the book, for people in the cooking world.
 - Paul Kanning brought up the question of who would get the funding from the sales. Jon suggested a discussion for that part.
 - REAL MT, \$5,000.00
 - Tara Becken and Jamie Edmundson with REAL MT shared with the committee that the current class will be traveling to Vietnam in 2024. Recruiting for Class 6 will start this fall.
 - USDA NASS, \$25,000.00
 - Eric Sommer shared with the committee that he combined his normal two proposals into one. The ask is \$25,000.
 - NPGA, \$455,800.00
 - Shannon Berndt with Northern Pulse Growers Association shared with the committee the changes that are coming to the Member Clicks platform. Each person will have their own profile with growing history. Industry will have their own profiles too. No more printout books, more up to date information. Costs were shared with North Dakota. Will be working on "Growing Pulses" Podcast. Collaborating has increased over the past and will continue moving forward.
 - Great Falls Development Authority, \$91,400.00
 - Jolene Schleper with Great Falls Development Authority presented to the committee to increase processing in Montana. Getting Montana on the map for processing is the goal.

- Paul Kanning expressed hesitation because the funds are check off dollars, not tax dollars.
- Hola Montana / Dept of Agriculture, \$81,467.00
 - Andy Fjeseth presented to the committee that the requested amount of funds will help secure pulse to stay at the front. Funding will help step up the Hola Montana website. The department will continue to build the brand and continue with inbound trade missions; fall of 2023 and spring of 2024.

Other Business

- MSU Dr. Mary Burrows, NAPIA Sponsor 2023
 - The committee received a letter from Dr. Mary Burrows asking for sponsorship funds for the NAPIA 2023 which will be held in Clemson North Carolina. Focused on peas, lentils, and chickpeas. Dr. Mary Burrows sent out a sponsorship request across Montana, looking to raise about \$15,000.
 - Paul Kanning made the motion to fund NAPIA 2023 at the bronze level sponsorship, in the amount of \$1,000.00. Brian Aklestad 2nd the motion. All in favor, motion passed.
 - USADPLC and NPGA sent sponsorship funds.
- Department of Ag update
 - Director Christy Clark just returned from the United Kingdom. The UK is struggling with environmental issues, voices are not being heard, production AG is not a key part.
 - Current Trade Missions- Deputy Director Zach Coccoli and Weston Merrill are in Panama. The department has hosted three inbound and 4 outbound missions in the past year.
 - Heineken signed a letter of intent with Governor Gianforte. The second largest brewer in Mexico. Working on details for contract acres.
 - Wheat and Barley update- Kent Kupfner is the new Executive Director and Keven Bradley from Cut Bank is the newest member.
- USADPLC update
- NPGA update
 - Shannon Berndt shared with the committee that NPGA will no longer hold the contract for check off. NPGA will be hiring a group to take care of the check-off and the day-to-day duties. Recently it has just been Shannon and Erin for the NPGA and the council.
- Executive Duties
 - Newly hired Executive Director Liz Edmundson presented a slide show to the committee on what her focus and goals were.
 - Checkoff/Assessment- communication, information, and organization with all players. To be a representative for the MPCC. Small scale marketing, policy development and lobbying. Reciprocity with Canada and North Dakota. Work with Shannon at NPGA, Department of Ag Accounting, David Johnson.
 - Understanding of the grant process to be able to help applicants with the process. Follow the grant money.

- Bring up to date industry information to the committee members, growers, and buyers. Gain knowledge about the pulse happenings at the national, state, and local levels.
- Future meeting planning, work with Dani Jones on scheduling and travel plans.
- Monthly money and budget check in request with Cody Pearce (Dept of Ag).
- Website updates- add contact information for Liz Edmundson, point of contact for the Pulse Crop Committee.
- SWAG for the committee for future travel and trade shows.
- Social media marketing plan for MPCC.
- Weekly communication with committee members. Monthly reports on expenses to the committee members.
- Lobbying and policy development- will reach out to Tim McGreevy and Shannon Berndt for assistance.
- Field Days -attend field days to meet with processors and field staff.
- Committee Term Dates
 - Jillien Streit has stepped down and will not be applying for another term.
 - Paul Kanning position term ends 6/30/2023, Dani will email Paul the link to reapply.
 - Dani will email the link for the Boards and Committee application site to Liz.
 - The committee still needs an Industry Rep on the Committee. Dani will reach out to the governor's office to see if anyone has applied. The department can also send out a press release.
 - Subcommittee
 - Ryan Bogar suggested Chet Hill to be on the Subcommittee. Tim McGreevy reminded the committee that someone is needed to replace Jillien. Paul Kanning can fill in for Jillien on the National Board. Ryan Bogar will cover Jillien's position on International. Todd Hansen suggested Chad Forrest on Info Gov.
 - National Board- Paul Kanning and Todd Hansen, with Ryan Bogar as alternate.
 - International Marketing- Brian Aklestad and Ryan Bogar
 - Domestic Marketing- Todd Hansen and Paul Kanning
 - Research- Brian Aklestad and Chet Hill
 - Information Government Liaison- Paul Kanning and Chad Forest
 - Varsity Release Committee- Brian Aklestad and Todd Hansen as alternate
- Public Comment
- Next committee meeting- June 8th, 2023- Plentywood. Morning meeting and elevator tour in the afternoon. Dani Jones will help Liz Edmundson coordinate the meeting with Chair Ryan Bogar.
- Todd Hansen made the motion to adjourn the meeting at 3:42 pm.

DocuSigned by:

Ryan Bogar

AF7ED5CBF9E74D9...

Ryan Bogar, Committee Chair

October 2, 2023

Date

DocuSigned by:

Danielle Jones

EDC00D40969548B...

Dani Jones, AGR ADD Division

October 2, 2023

Date