

Texas Longhorn Cooperative
May 21, 2008 – 7pm
Ellis County Agricultural Extension Office
Waxahachie, TX
Board of Directors Meeting Minutes

Attending: John Donaho, Gregg Kirkpatrick, Cindy Kirkpatrick, Josh Kirkpatrick, Mary Martinez, Arlys Murphy, Cindy Rotolo, George Rotolo, George Slayton, Tristine Slayton

Guests: Mark Arnold, Paul Braswell, Ms. Cunningham, Andrew Guerrero, Rick Hager, Randy Huse, Greg Smith,

Meeting called to order 7:00pm

Mark Arnold addressed the group and explained the National Animal ID program. It is a voluntary program and 16-17% of ranches use the program now. Contact Texas Animal Health at 512-719-0700 for more information.

Arlys Murphy read last meeting's minutes. Mary Martinez motioned, Cindy Rotolo seconded - motion carried – carried unanimously.

George Slayton introduced Andrew Guerrero (Beef Marketer), Greg Smith (Central Market), Randy Huse (Huse Country Meats).

Andrew Guerrero presented material on bringing product to Central Market. Andrew explained the need to understand the business where grass-fed beef is concerned. The business is similar to what the bison folks are doing. The important points of TLC is the leanness, the beef is locally raised, and the health benefits from eating grass fed beef.

Greg Smith explained how Central Market is excited about TLC's product and wants to see it grow.

George Slayton presented packaging needed for ground beef, stew meat, steaks, and chili meat. This packaging is what is needed to get TLC's product on Central Market's shelves. TLC will need to process 5,000-7,000 pounds of meat per month. The only thing that we are worried about is not having the steers needed to have steaks available consistently. Greg Smith said he would rather see a rigid back packaging.

Andrew Guerrero and Greg Smith departed at 8:35.

George Slayton was explaining the exclusivity Central Market wants. TLC would only be able to sell meat to Central Market in the state of Texas. We can sell to other stores outside of Texas and we can sell on-line. George Rotolo motions to speak with Central Market to discuss exclusivity term of 18 months, but also need to ask whether we can sell at Farmers Markets or at other shows through out the state of Texas. Tristine Slayton motions, Mary Martinez 2nd-carried unanimously to speak with Greg Smith about selling

TLC grass fed meat at Farmers Markets and independent shows in current TLC packaging (cheaper packaging).

George Slayton brought up the packaging machine. The machine costs \$18,000 – will actually be closer to \$22,000 which includes shipping, set-up, training, and packaging materials. Breakdown of what is needed to get meat into Central Market.

Shelf Testing -	\$2800
Packaging Materials -	\$2500
Machine -	\$18500
Machine Shipping -	\$500
Installation -	\$300
Costs of 1-2 steers	
TOTAL	\$24,600 + cost of steers

George brings up whether we should go to members and ask them for \$1000 each or go to Vicki McCarthy to try to get us written up to have TLC liable for the loan. Tristine Slayton motions to canvas membership and see how much they can contribute to TLC. Mary Martinez 2nd – motion carried unanimously.

Next meeting will be June 10.