



**Assessment Steering Committee
Monday, July 28, 2025
11:30 a.m. - 1:00 p.m. PT
Videoconference**

Tom Bodtke, Chair, presiding

MINUTES

Call to order

The meeting was called to order by Tom Bodtke on Monday, July 28 at 11:34 a.m. PT.

Committee Members Present: Tom Bodtke, Denny Vander Kooi, Andres Armstrong, Shelly Hartmann, Brittany Lee, Brad Moorer, Ellie Norris, Brandon Raso, and Bryan Sakuma, USHBC Chair

Committee Members Absent: Gunnar Avinelis, Jody McPherson, Paul Sangha, Luis Miguel Vegas, Brandon Wade

USDA/AMS Representative: Jeanette Palmer and Sarah Richardson

Guests: Dan Barber with Fleishman-Hillard, Kyle Strong

Staff Members Present: Kasey Cronquist, Amanda Griffin, and Melinda Kern

QUORUM PRESENT

Approval of Agenda

ACTION 1: Motion made to approve the agenda for Monday, July 28, 2025.

Motion seconded.

Motion carried unanimously.

ACTION 2: Motion made to approve the minutes from Thursday, May 22, 2025.

Chairs Comments

Tom Bodtke thanked the committee for attending and invited USHBC chair Bryan Sakuma to share.

Region Check-In

Tom Bodtke invited each member to share an update from their region.

The committee shared overall sentiments from their regions and acknowledged in most cases that they are in the midst of harvest. Some states are beginning to regroup and reopen the assessment conversations. Some noted the high supply and market influx and the relevance to an assessment increase. A general support for an assessment increase remains.

Timeline and Next Steps

Tom Bodtke asked Kasey Cronquist to share an overview of next steps and timeline. The timeline includes: gathering feedback and discussing next steps for July and August, the finalizing of a committee recommendation in September, and the presentation of the recommendation to the Council at the October Convention in Seattle. The Council would have time for questions and discussion with a vote at another meeting late October.

The USDA timeline was also discussed. The timeline is initiated by the Council vote and then follows a process of review including the development of a justification packet by USHBC, a public comment opportunity, Secretary approval and change of the USHBC order. The assessment increase would take effect in fall of 2027.

Cronquist made note that the six month wait requests received in March will be honored by this committee timeline.

Items and Scheduling of Next Meeting

The next committee meeting will be held in August.

Adjournment

The meeting was adjourned at 1:00 p.m. PT on Monday, July 28, 2025.