

Arkansas Catfish Promotion Board
Minutes
Zoom Meeting Only
November 18, 2025
9:30 a.m.

Members present: Brad Graham, Larry Dorman, Steve Kueter, Robert Glennon, Greg Moyers, and Dick Baxter

Members absent: Drew Mitchell

Arkansas Department of Agriculture (Department) staff present: Corey Seats, Mark Stoll, Wes Ward, Amy Lyman, Amanda Andrews, Matthew Ford, and Lexie Felton

Chairman, Brad Graham called the meeting to order.

Mark Stoll, Agriculture Division Manager, shared details of the Administrative Financial Report.

Dick Baxter made a motion to accept the Financial Report as presented. Robert Glennon seconded.

Motion carried.

Graham opened discussion for funding proposal topics.

Stoll read over the proposed research topics pertaining to "Aphanocapsa." Members discussed and agreed that the proposed topics be consolidated into one concise research topic. Larry Dorman said that he would consolidate them.

Stoll read over the proposed research topics pertaining to "Marketing" and members discussed portion size and cooking methods for ready to eat single-serve catfish.

Stoll read over the proposed research topics pertaining to "Off-Flavor/ Fillet Yields." Members discussed combining the topics into two topic proposals.

Stoll read over the proposed research topics pertaining to "Spawning Strategies." Members discussed leaving it as an option to see if there will be proposed research available.

Stoll read over the proposed research topic pertaining to "Other" topics. Members discussed finding out what research has already been done and their interest in what people may propose for additional research.

Stoll read over the proposed promotion topic pertaining to "Advertising." There was concern about the potential response to negative advertising regarding warnings of imported fish.

Stoll recommended reading the next promotion topic of "Social Media." After doing so, he suggested tying the anti-import warnings into the social-media content. Members discussed whether there is a need for the topic.

Stoll read the final promotion topic of "Marketing Opportunities." Amy Lyman, Marketing Director, gave examples of how the other Board groups incorporate the proposals that are received by them. Members discussed potential.

Stoll confirmed with the members that there would be a total of seven preferred proposed research topics and two preferred promotion topics.

Glennon made a motion to accept the proposed topics to submit into the application. Baxter seconded.

Motion carried.

Members discussed setting a deadline for proposals.

Graham made a motion to set the deadline for April 1, 2026. Glennon seconded.

Motion carried.

Graham made a call for any other business.

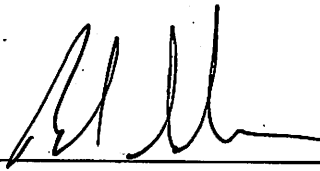
Stoll and the members set a tentative date of June 16, 2026, to have the funding proposal meeting instead of July 16, 2026.

Graham made a call for any other business. None was discussed.

Dorman made a motion to adjourn the meeting. Glennon seconded.

Motion carried.

Meeting adjourned.

A handwritten signature in black ink, appearing to read 'Brad Graham', written above a horizontal line.

Brad Graham, Chairman