

MINUTES
JOINT ISSUES MANAGEMENT SUBCOMMITTEE
2009 Cattle Industry Annual Convention
Phoenix, Ariz.
Friday, Jan. 30, 2009

Subcommittee members attending: Peggy Biaggi, O.D. Cope, Mark Cowan, Carlyle W. Currier, Jeff Dahl, Clifford Dance, Lloyd DeRuyter, Lori Fink, Robert Fortune, Greg Friel, Terry Handke, Leon James, Jamie King, John Kleiboeker, Glenn Selk, Dianne Sites, Mike Stahly, Jim Steinbeisser, Julia Wickard and A.J. Wormuth.

Staff attending: NCBA – Jacque Matsen, Rick McCarty, Audrey Monroe, Polly Ruhland and Jennifer Stolp.

Guests attending: Austin Brown III, Joint Information Committee Vice-Chair; Jim Hellyer, Wyoming; Ashley Hughes, Georgia; Brian Kyhos, GolinHarris Public Relations; Charles Miller, Kentucky; Julie Moore, Colorado Beef Council; Ariel Overstreet, Montana Stockgrowers Association; Jay Stovall, Montana; Juanita Stovall, Montana; Kevin Thielen, Kansas Beef Council; and Pat Venable, Oregon ANCW.

1. Call to Order

- a. Subcommittee Chairman Jim Steinbeisser called the meeting of the Joint Issues Management Subcommittee to order at approximately 10:30 a.m. MST on Friday, Jan. 30, 2009, and welcomed all attendees. The members and guests present introduced themselves to the group. Subcommittee members also briefly described their involvement in the beef industry.

Jim reviewed the meeting purpose and objectives of the subcommittee: to receive updates on 2008 fiscal year program results and 2009 fiscal year program progress, review Long Range Plan goals and discuss planning factors affecting fiscal year 2010 programs.

- b. Chairman Steinbeisser asked for any changes to the July 2008 Cattle Industry Summer Conference meeting minutes. Hearing no changes, he called for a motion to approve the minutes. Subcommittee member Lloyd DeRuyter motioned for approval, Carlyle Currier seconded the motion, and it passed by voice vote.
- c. Final agendas for the meeting were distributed to subcommittee members. Chairman Steinbeisser called for approval of the meeting agenda, subcommittee member Terry Handke motioned for approval, Dianne Sites seconded, and the agenda was approved as presented by voice vote.

2. Program updates: FY2008 program results and FY2009 progress

Chairman Steinbeisser then asked Audrey Monroe and Jacque Matsen to share beef issues management program activity and results with subcommittee members.

The staff shared beef checkoff-funded research into consumer attitudes about beef production and greenhouse gas emissions. Jacque informed the subcommittee that the team also surveyed beef producers about their environmental stewardship practices. In 2008, coverage of beef and the environment doubled compared to 2004. Coverage of animal welfare and beef safety also increased in 2008, but economics remained the largest category of coverage.

Audrey shared the newly redesigned *Issues Update* format with the subcommittee, noting the team decreased publication costs 36 percent in FY2008 thanks to a competitive bid process and new

efficiencies. Audrey also introduced the subcommittee to the new Beef Issues e-Heads Up reports distributed by the team. The subcommittee heard about several instances of the team responding to beef misinformation.

Jacque reminded the subcommittee that the team began work last year to overhaul content and design of the *BeefFromPastureToPlate.org* Web site. A re-launch of the Web site is planned for this year under the new URL *ExploreBeef.org*.

The “Connect the Dots: Where does my food come from?” classroom kit was introduced to the subcommittee. Issues management collaborated with the nutrition team to create, print and distribute the kits. Audrey also discussed an upcoming program with the National Grocers’ Association called “Farmer Goes to Market.” The team is working with the Beef Quality Assurance (BQA) team to share beef producers’ animal welfare practices with grocery store owners.

Audrey informed the subcommittee that during fiscal year 2008, the team launched a redesigned *BSEInfo.org* Web site that included an extensive update of the BSE scientific resource content. The team’s communication plan surrounding the re-launch increased traffic by 200 percent.

3. FY2009 budget situation overview

Chairman Steinbeisser then asked staff to provide the Subcommittee with an update on recent checkoff budget reductions. Jacque explained
.the recent cuts and budget and the effects those cuts would have on the FY09 programs.

4. FY2010 planning factors discussion

Chairman Steinbeisser reminded the subcommittee about the planning factor priorities presented in the Joint Public Opinion and Issues Management Group meeting. He explained that the purpose of the planning exercise is to provide direction for FY2010 issues management programs based on the Long Range Plan goals and challenges such as decreasing resources.

The factors were described for subcommittee members and examples of each provided.

The subcommittee then discussed the factors and asked questions to clarify some areas.

Following the vote, Subcommittee members discussed the results, which were:

1. Aggressively share environmental practices and animal welfare efforts. (17 votes)
2. Provide thought leaders with science-based industry information. (16 votes)
3. Directly associate with a healthy lifestyle. (12 votes)
4. Take proactive steps to protect public health from emerging threats. (8 votes)
5. Protect consumers from *E. coli* and Salmonella. (5 votes)
6. Be a part of government and health organizations’ nutrition guidance. (2 votes)

5. Other business

- a. Chairman Steinbeisser introduced subcommittee members to David Pelzer, Senior Vice President of Industry Image and Relations at Dairy Management Inc., who spoke to the subcommittee about the dairy industry’s sustainability efforts.

6. Adjourn to Joint Information Committee meeting

Chairman Steinbeisser asked for other business to be brought forward. There being none, Clifford Dance moved to adjourn the meeting. The January 2009 meeting of the Joint Issues Management Subcommittee was adjourned at 2:30 p.m. MST.