

MINUTES

**Joint Nutrition & Youth Influencers Committee
2009 Cattle Industry Annual Convention
Phoenix Convention Center ~ Phoenix, AZ
January 30, 2009**

**Daniel Smith, Chair
Scott George, Vice Chair**

The meeting of the Joint Nutrition & Youth Influencers Committee was called to order by Chairman Daniel Smith on Friday, January 30, 2009 at approximately 10:31 a.m.

Present committee members: Chairman Daniel Smith, Vice Chairman Scott George, Sally Angell (for Pat Wood), Nancy Jo Bateman, Patti Buck, Linda Foglesong, James Graves, Richard Hodge, Andrea Hutchison, Bill Lipscomb, Margie McKeen, Mark Moenning, Daniel Petersen, T.B. Porter, Lucy Rechel, Jack Reich, Chris Schluntz, Leo Sutterfield, Karen Sweet, Leo Vermedahl, Kris Vincent, Allen Walth, Garry Wiley, Ashley Williams

Absent committee members: Basilio Aja, Gina Bellinger, Rosemary Brizendine, Marcia Callaway, Donna Jo Curtis, Molly Descheemaeker, Amy Ellison, David Gazda, Matt Halme, Marcus Harward, Dick Hauser, Sheryl Hopkins, Richard Jenkins, Jana Jones, Corinne Kephart, Daniel Kerschen, Robert Kube, Connie Lord, Barb Meyers, Charles Miller, Nancy Moore, Laurie Munns, Bob Nick, Rod Nulik, David Parsley, John Redman, Juanita Reed-Boniface, Greg Robey, Larry Schnell, Frates Seeligson, Ken Silverhorn, Duwane Skipper, Ruth Straus, Deane Thomas, Melissa Tuell, Cheramie Viator, Joe Wampler, John West, Monty Weston, Lisa Wood, Pat Wood, Lydia Yon

NCBA staff attending: Kristina Butts, Shelley Johnson, Julie Sodano, Mary Young

Other guests include: Evelyn Brown, David Dick, Deana Foster, Robyn Graves, Karen Hanson, Frances Hill, Karen Meyer, Julie Moore, Sugie Sartwelle, Bill Scheitler, Natalie Shafer

Introductions

Chair Daniel Smith led introductions.

Approval of Meeting Agenda

Motion made by T.B. Porter, seconded by Garry Wiley, passed, to approve the agenda of the Joint Nutrition & Youth Influencers Committee held on January 30, 2009.

Approval of Minutes

Motion made by Garry Wiley, seconded by James Graves, passed, to approve the minutes from the Joint Nutrition and Health Committee meeting held July 18, 2008.

Motion made by Richard Hodge, seconded by T.B. Porter, passed, to approve the minutes from the Nutrition Influencers Subcommittee meeting held July 18, 2008.

Motion made by Scott George, seconded by Margie McKeen, passed, to approve the minutes from Youth Education and Information Subcommittee meeting held July 18, 2008.

Committee Mission and Responsibilities

- Chairman Daniel Smith reviewed the Long Range Plan goal and Nutrition Strategy. The subject of the committee name was addressed, and its history, in addition to the recent history of the committee's structure and former subcommittees.
- **A motion was made by Andrea Hutchison, to rename this committee as the Joint Nutrition and Health Committee. The motion was seconded by Patti Buck and after discussion of the name, the motion carried.**

Nutrition Policy Updates

Kristina Butts, NCBA Manager of Legislative Affairs, provided an update on Nutrition Policy.

- The committee reviewed an expiring policy, *Vegetable Protein Enhanced Products*. **A motion was made by Chris Schluntz to accept the policy as written, seconded by Lucy Rechel, and passed.**
- Chairman Daniel Smith acknowledged the Statement of Principles, suggesting the adoption of a second version. NCBA staff Mary Young explained the two different uses of the Statement of Principles. **A motion was made by T.B. Porter, seconded by Dan Peterson, passed, to approve the creation of a second version of the Statement of Principles for checkoff programs.**

FY 2009 Program Update

Julie Sodano and Shelley Johnson, NCBA staff, provided an update and overview of FY 2009 nutrition influencer programs to the subcommittee.

Joint Meeting with Human Nutrition Research Committee

The Human Nutrition Research Committee convened with the Nutrition and Health Committee to hear about issues common to both committees:

- Guest Speaker, Gary Taubes, author of *Good Calories, Bad Calories* presented a talk focusing on obesity.
- Mary Young, Vice President of Nutrition at NCBA presented a Dietary Guidelines 2010 update, including current oral and written comments shared with the Dietary Guidelines Advisory Committee to date.

2010 Priorities

Mary Young presented the three planning factor priorities and proof points for each that were relevant to this Committee. The definitions and implications for Nutrition Influencers were also presented.

- Committee members participated in a voting exercise and ranked the priorities as follows:
 - Own protein in the minds of consumers.
 - Be a part of government and health organizations' nutrition guidance.
 - Directly associate with a healthy lifestyle.

Motion made by Nancy Jo Bateman, seconded by Andrea Hutchison, passed, to approve the 2010 priorities.

FY 08 Youth Education and Information Program Update

Julie Sodano provided an update of the extension of the FY 08 youth program, which included:

- School wellness package
- Youth materials and Websites

Other Business

Mary Young offered farewell remarks.
No other business was discussed.

Adjourn

The Joint Nutrition and Youth Influencers Committee adjourned at approximately 3:41 p.m.