

DRAFT MINUTES

JOINT INDUSTRY PRODUCT ENHANCEMENT COMMITTEE

2009 Cattle Industry Annual Convention

Phoenix, AZ

Friday, January 30, 2009

Glen Dolezal, Ph.D., Chair

Paul Parker, Vice Chair

Call to Order

Chairman Glen Dolezal called the meeting of the Joint Product Enhancement Committee to order at 12:00 p.m. Chairman Dolezal welcomed committee members and guests to the 2009 Cattle Industry Annual Convention and had all committee members and guests introduce themselves.

The meeting agenda and minutes from the 2007 Cattle Industry Summer Conference were reviewed and approved by the committee. **Approved**

Planning, Prioritization and Program Update

Bridget Wasser provided the committee with a presentation on the prioritization process for FY 2010, which included an overview of the Beef Industry Long Range Plan, an overview of the FY 2010 planning process to-date and an overview of the FY 2010 planning factor priorities. After this presentation, the committee agreed to vote on 5 of the 10 planning factor priorities. The following is a list of these 5 planning factors along with the number of votes they received to indicate their rank of importance according to committee members.

- Make mealtime for Americans easier by being convenient, a terrific value and great tasting – 22 votes
- Provide thought leaders with science-based industry information – 15 votes
- Directly associate with a healthy lifestyle – 10 votes
- Responsibly employ economically viable practices without negatively impacting beef quality and safety – 9 votes
- Educate targeted decision makers about attributes that differentiate U.S. beef from international competitors – 4 votes

Bridget also gave the committee an update on FY 2008 and FY 2009 program activities. She shared general results from four completed distiller's grains studies, conclusions and future plans from an audit working group and recent dissemination successes.

Bridget let the committee know there were 17 projects funded in FY 2008 and updated the committee on the FY 2009 RFP process. The committee was presented with projected FY 2009 budget cuts and recommended by vote that NCBA staff take 50% of a projected 5.2% cut from the Pre-Harvest Beef Quality Research tactic and the remaining 50% from the Post-Harvest Beef Quality Research tactic. **Approved**

Product Enhancement Advisory Panel Report

The Chair of the FY 2010 Product Enhancement Advisory Panel, Justin Ransom, Ph.D. of OSI Group, LLC, presented the panel recommended research priorities for fiscal year 2010 (**Appendix A**). These priorities were segmented into three overarching areas: pre-harvest beef quality, post-harvest beef quality and dissemination.

Evaluate and Rank Research Topics for 2010

Glen Dolezal and Paul Parker led the committee in a discussion regarding these recommended research priorities for FY 2010 and the committee approved the proposed three-bucket approach including pre-harvest beef quality, post-harvest beef quality and dissemination. The committee also approved the total list of priorities as recommended by the FY 2010 Product Enhancement Advisory Panel. **Approved**

Additional Industry Input for FY 2010 Plan and Budget

As the committee discussed these priorities in detail, they assigned a high ranking to the specific areas of fat and marbling development and carcass and cut size. They assigned a lower value to the area of genomics considering limited financial resources.

Research Updates

Keith Belk, Ph.D. from Colorado State University provided the committee with an update on an ongoing project related to market cow vision grading. Glen Dolezal gave a brief update on the status of instrument grading implementation.

Keith Belk, Ph.D. and Rick Jimmink from Nav Analytics, Inc. gave the committee an update on a project titled Beef Carcass Value Optimization: Optimized Fabrication and Value. This update included a demonstration of new software and programming capabilities that will allow for enhancement of the current online Beef Cutout Calculator that was funded by The Beef Checkoff via this committee.

Carol Lorenzen, Ph.D. from the University of Missouri gave the committee an update on an ongoing in-plant tenderness validation project.

Steve Smith, Ph.D. from Texas A&M University provided the committee with an update on new research related to fat development in cattle and subsequent effects on beef products.

Steve Kappes, Ph.D., from USDA-ARS provided the committee with an update on new genomics capabilities and shared outcomes from a recent international genomics research meeting.

Resolutions/Business

No resolutions or new/old business was brought forward to the committee. Paul Parker thanked the committee for their efforts and adjourned the meeting at 4:00 p.m.

Respectfully
Submitted by:



Bridget Wasser
Director, Product
Enhancement Research

Accepted by:



Glen Dolezal, Chairman
Joint Product Enhancement Research
Committee

Committee Members in Attendance

Jerry Bohn
Linda Brake
Dustin Dean
Glen Dolezal
Bryant Fisher
Don Hullman
Charles Litteral
Jarod Long
Jane Toland proxy for Roberta Macauley
Jim Miles
Michael Milroy

Dale Oeschger
Paul Parker
Mike Rucks
Ivan Rush
John Schafer
Jeffery Spatz
Mark McCully proxy for John Stika
Norman Garton proxy for Gordon Stucky
Jane Toland
Mark Wintch

Guests in Attendance

Keith Belk
Chris Calkins
Tanner Carpenter
Myron Danner
Cindy Delaloye
Darrell Doud
Matthew Doumit
Sandra Gruber
Dan Hale
Lake Jimmink
Matthew Jimminck
Steve Kappas

Curtis Long
Carol Lorenzen
Thomas Powell
Justin Ransom
Mike Sibbett
Mark Thallman
Randy Toland
Craig Uden
Keith Underwood
Deb Vanoverbeke
Amanda Weaver
Chris Williamson

ATTACHMENT A

FY 2010 PRODUCT ENHANCEMENT RESEARCH RECOMMENDATIONS

Pre-Harvest Beef Quality

- Growth enhancement technologies
 - Sub-cellular data to determine how the compounds work and what impact they have on muscle and connective tissue structure and fat deposition
 - Implant and beta-agonist interactions
 - Post-harvest interventions to mitigate any negative consequences
- Genomics
 - Mainstream checkoff-developed genetic tests
 - Support for integration of genetic marker data with EPD data
 - Expanded range of quality traits markers currently focus on
 - Model to show the potential benefit of technologies to industry (i.e., PACCP system models)
- Fat and marbling development
- Animal welfare/handling and temperament
- Animal health and morbidity
- Animal age and maturity
- Novel feedstuffs (i.e., distiller's grains and biofuels)
- Development of pre-harvest products and technologies that improve quality

Post-Harvest Beef Quality

- Carcass and cut size
 - Alternative fabrication methods; middle meat focus and maintaining thickness
 - Minimizing package costs and price points
 - Solutions for non-conforming product
 - Yield impacted by lack of size consistency when cutting steaks
- Round
 - Alternatives to make round cuts more versatile
 - Work with USMEF and propose the best use of each muscle/best practices by muscle
 - Exploration of thin slicing
- Convenience & versatility
 - Cut-by-cut impact of new cooking and packaging technologies
 - Solutions for value-added products, ready-to-heat products and ready-to-eat products
 - Investigation of novel and competitive packaging
 - Products identified for microwaving and use in new commercial oven technologies
- International
 - Global demand for thin, fatty cuts like the short rib
 - Exploration of the grade impact on several important export cuts to communicate to buyers (i.e., short ribs)
 - Maintaining international advantage of U.S. quality, grain-fed beef that delivers on taste and tenderness and is sourced from younger animals

- Chilling
 - Super chill or alternative chill methods – learn from other industries
 - Yield implications for accelerated chilling
 - Decreasing chill time without decreasing quality
- Electrical stimulation
 - Learn from the medical community
 - Application of multiple safety interventions means this process is applied later in the harvest chain than originally planned and originally researched
- Supply
 - Identification of substitute muscles and substitute products
 - Economic modeling for substitution and stable supply
- Nomenclature
 - Names that relate to specifications and development of fanciful names that go along with these specifications
- Primal Utilization
 - Balance created across subprimals so that demand is equal for multiple cuts from the same subprimal; improved value cuts model
- Consistency
 - Quality consistency needed with shoulder clod and chuck roll cuts
 - Chuck liver flavor issue resolved
 - Tenderness consistency improved
 - Evaluation of tenderness depending on steak thickness and degree of doneness
- Instrumentation
 - Tenderness prediction instrumentation improved

Dissemination

- Electrical stimulation – summary of established research for industry sharing
- Beef Buzz - educational effort grounded in retail to show differences and value in beef
- Genomics – how to interpret genomics technology output and use this output to make decisions