

MINUTES

Joint Veal Committee 2009 Cattle Industry Convention Phoenix, Arizona January 30, 2009

**Ray Krones, Chairman
Jerry King, Vice Chairman**

The Joint Veal Committee meeting was called to order by Chairman Ray Krones at 10:30 a.m.

Following introductions, Ray Krones entertained a motion to approve the minutes of the July 18, 2008, Committee meeting. Action: motion made by Pat Kilsdonk, seconded by Daniel Javor. Motion: carried unanimously. The agenda was approved by a consensus.

Chairman Ray Krones thanked everyone for participating in the NCBA Veal Council held the day before and encouraged all Joint Veal Committee members to welcome the new Vice Chairman of the Joint Veal Committee Jerry King. Jerry serves on the Beef Board and as a dairy leader from Missouri.

Following a brief report from Rich Otley of the Beef Board staff regarding all veal programs, comprehensive veal program updates were provided by members of the Veal Go to Market Strategy Team in all programs under the Veal Go to Market Strategy outlined in the FY2009 Veal Marketing and Communications Authorization Request. The New Veal Marketing launch was revised including a comprehensive oriented plan focusing on the introduction of Vealmadeeasy.com, Fox TV promotion, veal consumer sweepstakes and other Beef Checkoff marketing tools designed to help sell more veal with retailers and their packer suppliers. A Foodservice Marketing update was provided with several new chains featuring veal on their menus. A vealstore.com web site update was provided along with program updates on an integrated new approach for Veal Issues Management and Veal Quality Assurance.

FY2010 Veal Planning Factors were also discussed with the Joint Veal Committee and two were voted to receive equal high priority. Further development of these planning factors will be developed following a Veal Go to Market Strategy team meeting announced for March 25-26th in Denver.

Following state beef council program updates, special recognition was given to three veal industry leaders for their veal industry service including Dale Bakke, Immediate Past President of the American Veal Association; Pat Kilsdonk, Immediate Past Chairman of the Joint Veal Committee; and Chip Lines Burgess, Immediate Past Secretary of the American Veal Association and staff coordinator of Veal Issues Management and Veal Quality Assurance programs.

Motion made to adjourn by Dick Ayers, seconded by Jerry Groehler, approved unanimously at 4:10 p.m.

Joint Veal Committee Attendees:

Pat Kilsdonk, Federation Director
Ray Krones, Federation Director
Dick Ayers, Federation Director
Mike Lemler, Federation Director
Michael Mosner, Federation Director
Jerry Groehler, Federation Director
Clayton Harnish, Federation Director
Dan Javor, Federation Director
Randy Meabon, Beef Board Director
Jerry King, Beef Board Director
Jerry Bartelse, Federation Director
Tony Catelli, Federation Director
Chip Lines-Burgess, AVA, Ex Officio
Charlie Arnot, AVA staff, Ex Officio
Chris Landwehr, Federation Director
Jerry Spencer, Federation Director
Dr. Aydin Adin, Federation Director

Non Attendees:

Greg Silpe, Beef Board Director
Dan Connor, VT Beef Council, Ex Officio
Milo Graff, Jr. Federation Director
Beef Board Officers:
Lucinda Williams, Beef Board
Virginia Coehlo, Beef Board

Staff Attendees:

Kim Essex
Rick Husted
Rose Mosher (via speaker phone)
John Lundeen
Dean Conklin
Rich Otley, Beef Board
Consultant/Agency Attendees:
Tom Houlton
Chris Marcocci/Joe Page
Bob Schafer (via speaker phone)
Gail Carter
Charlie Arnot/Beth Anne Mumford
Walt Barnhart

Guests:

Kevin Tolley
Ike Bootsma
Ross Halkoski
Dennis Stifler
Steve Kauffman
Bob Wyands
Bryan Scott Oedzes
Jon Lardick
Carol Gillis
Jean O Toole
John Freitag
George Quackenbush
David Hale
David Hess

