

2008 Cattle Industry Convention
Joint New Product & Culinary Initiatives Committee
AGENDA

Reno, Nevada, February 8, 2008

Meeting Purpose: To review the New Product, Culinary Center and National Beef Cook-Off® FY 2008 program updates and plan for FY09.

9:30 a.m. – 11:30 a.m., C4 Room
Joint Global Consumer Marketing Group

11:30 – 3:30 p.m., F1 & 8 Rooms
Joint New Product & Culinary Initiatives Committee

Lunch — Cook Off Winning Recipe/Denver Cut tasting

1. Call to Order – Tom Hotz
 - a. Introductions
 - b. Review and Approve Agenda; July 2007 Meeting Minutes
2. Culinary Center Program Update
3. National Beef Cook-Off® Event Update
4. New Products Program Update /Committee Discussion
 - a. New Products update
 - b. Industry update
 - c. FY09 planning

BREAK – 15 minutes

5. Environmental Factors Discussion/Committee Prioritization
6. Getting to Know the New Chuck Roll Cuts – Hands on Grilling
 - a. Denver Cut
 - b. Delmonico Steak
 - c. Country-Style Beef Chuck Ribs
7. Wrap up and adjourn

Committee Objective: The Joint New Product & Culinary Initiatives Committee is a beef industry Checkoff committee representing the National Cattlemen’s Beef Association, Federation of State Beef Councils Division and the Cattlemen’s Beef Board. Its primary focus is to serve as a catalyst with the private sector to develop new, convenient beef products that will help build demand for beef. The committee also coordinates the program service responsibilities of the beef/veal culinary center with new products, advertising, public relations, retail, ANCW, private industry, etc.