

Joint Product Enhancement Committee
Meeting Agenda
Reno, NV, February 8, 2008

Meeting Purpose: Review and act upon research priorities the planning process for FY 2009
Reno Convention Center, A3 Room

11:45 – 12:00 Call to Order – *Glen Dolezal, Chairman*

- Welcome and introductions
- Review agenda
- Approve minutes

12:00 – 12:30 Planning, Prioritization and Program Update – *Bucky Gwartney, NCBA*

- LRP Discussion and overview
- Contribution and Opportunities in the plan
- Discuss prioritization issues for FY 09' planning
 - PE Research program updates

12:30 – 1:00 Product Enhancement Research Advisory Panel Report – *Clint Walenciak, CAB*

- Review priority recommendations

1:00 – 1:30 Evaluate and Rank Research Topics for 2009 – *Glen Dolezal, Chairman*

Additional Industry Input for FY 2009 Plan and Budget – *Paul Parker, Vice-Chairman*

1:30 – 3:30 Updates

- USDA update on next generation technologies for instrument grading and product labeling claims, *Craig Morris, USDA, AMS*
- How does the Product Enhancement program fit into the global markets? – *Paul Clayton, USMEF*
- The U.S. Meat Animal Research Center and the National Beef Cattle Evaluation Consortium, what's the future? – *Mohammed Koohmaraie, U.S. Meat Animal Research Center*

3:30 – 4:00 Resolutions – *Paul Parker, Vice-Chairman*

New Business / Old Business / Discussion

4:00 Adjourn

Committee Objective: Establish research and funding priorities, review research results related to the improvement of beef and beef products, and communicate research findings to the beef industry.