

JOINT VEAL COMMITTEE MEETING

2008 Cattle Industry Annual Convention
Convention Center, Reno, Nevada
February 8, 2008

Pat Kilsdonk, Chairman
Ray Krones, Vice Chairman

TENTATIVE AGENDA

Meeting Purpose: Review FY 2007 Beef Board Evaluations; review/discuss FY 2008 Veal Promotion Go To Market Strategy Updates; discuss new relationship with Veal Issues Management and receive FY 2008 VIM Program Update; and discuss veal program priorities for FY 2009. Receive veal program updates from state beef councils and other veal partners relative to increasing demand for veal and returning profitability to all segments of the veal industry consistent with the Veal Industry Long Range Plan.

Friday, February 8

9:30 a.m. – 11:30 a.m., C4 Room

Joint Global Consumer Marketing Group Meeting

1:00 p.m. – 6:00 p.m., D9 Room

Joint Veal Committee Meeting

Bottled water and soft drinks provided by Advance Food Company

1. Welcome/Introductions – Pat Kilsdonk
2. FY 2007 Beef Board Evaluation Report – Rich Otley, Beef Board Staff
3. FY 2008 Veal Go To Market Strategy Updates
 - a. Menu Development and Menu Solutions Update: – Tom Houlton and Bob Schafer (via speaker phone)
 - b. Foodservice Advertising and Event Sponsorship: – Dean Conklin and Gail Carter
 - c. Veal Public Relations: – Dean Conklin/Gail Carter/Becky Paquette (via speaker phone)
4. FY 2008 Veal Issues Management Update: – Dale Bakke/Bryan Scott Oedzes of the American Veal Association

Break: 3:00 p.m.

5. State Beef Council and Federation Grant Funding Updates: State Beef Council Staff

6. Discuss FY 2009 Strategic Veal Program Priorities

7. Other Items

8. Adjourn

Committee Objective:

The Joint Veal Committee is a beef industry Checkoff Committee representing the representing the National Cattlemen's Beef Association Federation of State Beef Councils Division, the Cattlemen's Beef Promotion and Research Board and qualifying veal packer/processors investors. It's primary focus is on developing promotion programs in the marketing channels that will help to build short term and long term consumer demand for veal based on a Veal Industry Long Range Plan adopted in 2006 through 2009.