

## **MINUTES**

### **JOINT BEEF SAFETY COMMITTEE**

2009 Cattle Industry Summer Conference – Denver, CO  
Friday, July 17, 2009

Duane Theuninck, Ph.D., Chair  
Mark Riechers, Vice Chair

#### **Call to Order**

Chairman Duane Theuninck called the meeting of the Joint Industry Beef Safety Committee to order, welcomed the committee members and guests to the meeting. All attendees introduced themselves.

The meeting agenda was reviewed and minutes from the 2009 Cattle Industry Annual Convention & Trade Show were reviewed and approved by the committee.

**Moved: Jerry Jones**

**Second: Phil Reid**

**Approved**

#### **Invited Presentations**

Dr. Guy Loneragan, West Texas A&M, reviewed the contributions checkoff funded research has made in the pre- & post-harvest sectors as well as examples of how the research has been leveraged by scientists to further explore interventions to improve beef safety with financial assistance from other entities such as USDA. Dr. Loneragan noted that with the recent approval of a pre-harvest intervention, future research projects would now be able to evaluate the total safety system, from pre-harvest through post-harvest, with variations in interventions and determine the cumulative effect on the safety improvements of beef.

Chairman Theuninck led a discussion about shifting the research program to a “systems” approach. After discussion, the committee agreed this approach was appropriate for the future.

#### **Policy Update**

Kristina Butts, M.S., from the Washington D.C. NCBA office provided a policy update on the following topics:

- Safety Bills – Multiple bills will be introduced this year that include provisions for restructuring the federal agencies that oversee food safety. D.C. staff will monitor these discussions and ensure that the beef’s industry’s commitment to producing safe beef products is understood.
- Educational Efforts - Many audiences in D.C. would benefit from education on beef safety systems. Dr. Mandy Carr presented a Beef 101 focused on Beef Safety to congressional staffers in March.
- Recently, Dr. Sam Ives and Dr. Mike Apley testified on behalf of NCBA at hearings evaluating the safe use of antibiotics in cattle.

**Fiscal Year 2008 and 2009 Program Update**

Michelle Rossman, M.S. summarized the FY 2008 research projects that were recently completed. The summaries of the projects will be posted on [www.beefresearch.org](http://www.beefresearch.org). The 2009 Beef Industry Safety Summit was held March 4-6 in San Diego, CA with the second largest attendance in the history of the event. A summary of the sessions was provided and a perspective on how state beef councils have benefited from the experience was provided by Brian Waddingham of Iowa and Jason Bagley of Texas. Additionally, a packet of dissemination pieces was provided to all committee members.

An update on the 2009 program was also provided. The Beef Industry Safety Summit was announced for May 3-5 in Dallas, Texas. Thirteen research projects have been contracted and will be completed in May 2010.

Wendy Jenkins, Director of Market Research at NCBA presented recent results of consumer research indicating the importance of safety to consumer confidence in beef products.

**2010 Authorization Request (AR)**

Mandy Carr, Ph.D. reviewed the planning progress and the priorities the committee selected at the last meeting. As noted in the committee's handbook, the proposed AR was presented with three tactics totaling \$1,060,000. Chairman Theuninck led a discussion with the committee and the AR was recommended by the committee for presentation to the Beef Promotion Operating Committee.

**Moved: Don Smith**  
**Second: Dennis Swan**  
**Approved**

The meeting was adjourned at 4:00 pm.

Respectfully  
Submitted by:



Mandy Carr, Ph.D.  
Executive Director  
Beef Safety Research

Accepted by:



Duane Theuninck, Ph.D. Chairman  
Joint Industry Beef Safety  
Committee

## COMMITTEE MEMBERS IN ATTENDANCE

Cassie Abney  
Sammy Blossom  
Robert Bruner  
Peter Case  
Jeffery Clausen  
Norman Garton  
Charlie Higdon  
Todd Johnson  
Jerry Jones  
Walter Lasley  
Dorith Marom  
Roland May  
Phil Reid  
Dina Reitzel  
James Rickman  
Mark Riechers  
Jason Sandefur  
Bill Sexten  
Don Smith  
Dennis Swan  
Duane Theuninck

## GUESTS

Gary Acuff  
Mark Anderson  
Jason Bagley  
Keith Burgett  
Brandon Carlson  
Mandy Carr  
Mike Engler  
Guy Loneragan  
Michelle Rossman  
Bruce Waddingham