

DRAFT MINUTES

JOINT PRODUCT ENHANCEMENT COMMITTEE 2009 Cattle Industry Summer Conference Denver, CO Friday, July 17, 2009

Glen Dolezal, Ph.D., Chair
Paul Parker, Vice Chair

Call to Order

Chairman Glen Dolezal called the meeting of the Joint Product Enhancement Committee to order at 12:30 p.m. Chairman Dolezal welcomed committee members and guests to the 2009 Cattle Industry Summer Conference and had all attendees introduce themselves.

The meeting agenda and minutes from the 2009 Cattle Industry Annual Convention in Phoenix were reviewed and approved by the committee. **Approved**

Research Updates

Dee Griffin, DVM from the University of Nebraska's Great Plains Veterinary Education Center discussed with the committee the impact of Beef Quality Assurance (BQA) on beef quality over time. He also discussed the mission and history of BQA along with some of the program's greatest achievements and future goals.

Keith Belk, Ph.D. and Tanner Carpenter from Colorado State University gave the committee a demonstration of the newly enhanced Beef Cutout Calculator web site. Their update included a discussion of new software and programming capabilities that allow for enhanced functions in the Calculator funded by the checkoff via this committee. The committee discussed additional improvements that could be made to this important online tool.

Program Update

Bridget Wasser, NCBA staff liaison, provided the committee with a FY 2008 and 2009 program overview. This overview included sharing good news relative to recent positive press on muscle profiling and instrument grading research. In addition, several new dissemination efforts were shared including a fact sheet on shelf-life and a white paper on natural antioxidants available at www.beefresearch.org.

Bridget provided attendees with a brief statement of results from each of the 17 research projects funded in FY 2008. These projects wrapped up on May 31, 2009. Summaries for each of the 17 projects will be posted online by the end of the summer and Bridget will send a note to committee members alerting them when this is done. She also covered objectives for each of the 14 projects funded in FY 2009. These 14 projects will end on May 31, 2010 and be reported on in next summer's meeting.

Bridget ended the program overview by reminding attendees of the web site www.beefresearch.org and providing a brief demonstration of the site to help users with navigation.

FY 2010 Authorization Requests (ARs)

Chairman Dolezal asked attendees if any had prepared FY 2010 ARs for committee consideration. Bridget Wasser brought forward and presented the draft NCBA 2010 AR for Product Enhancement Research. This presentation included a review of the program's budget history, the checkoff's total program-only budget history and the number of projects funded by the program over time.

Bridget then presented each of the four tactics in the draft 2010 AR and provided examples of what each of the tactics would include. She also presented the budget request for each tactic and the overall budget request. The four draft tactics and requested amounts are as follows:

- Tactic 1A: Beef Quality Improvement Research \$606,809
 - Tactic 1B: Targeted Cut Solutions Research \$80,000
 - Tactic 1C: Beef Quality Benchmarking \$105,000
 - Tactic 1D: Spreading the Beef Quality Message \$105,000
- Total draft amount requested = \$896,809

The committee discussed this draft AR and each tactic presented. Committee members agreed that prioritization and targeting of research is critical in times of reduced funding along with leveraging of funding with states or industry when possible. It was recommended that the term “beef demand” be included more throughout the language of the AR. The committee voted to approve the draft 2010 AR as presented with the addition of this language. **Approved**

The draft AR will be revised as indicated above and presented to the Beef Promotion Operating Committee in September.

Additional Discussion and Input

The following items were discussed by committee members as the meeting came to a close.

- Safety is critical to beef demand and safety funding should not be allowed to slip.
- Dr. Steve Smith’s research on marbling and nutrition (presented to the committee in Phoenix) should be followed up on and considered by the human nutrition research program; information should be shared broadly.
- All leadership should become BQA certified and Masters of Beef Advocacy (MBA) graduates so they adequately can discuss and promote these programs.

Resolutions/Business

No resolutions or new/old business was brought forward to the committee. Vice Chairman Paul Parker thanked Chairman Dolezal for his dedicated service and leadership to the committee. This was the last meeting for Chairman Dolezal in his current role. Vice Chairman Parker thanked the committee for their efforts and adjourned the meeting at 3:15 p.m.

Respectfully
Submitted by:



Bridget Wasser
Director, Product Enhancement Research

Accepted by:



Glen Dolezal, Chairman
Joint Product Enhancement Research Committee

Committee Members in Attendance

Bryan Blinson
Linda Brake
Jerry Bohn
Glen Dolezal
Bryant Fisher
Don Hullman
Jane Toland
Paul Parker
Bill Rishel
Chris Schluntz
John Sticka – by proxy

Guests in Attendance

Keith Underwood
Chris Calkins
Tanner Carpenter
Craig Uden
Keith Underwood
Bill Zimmerman