

JOINT NEW PRODUCT AND CULINARY INITIATIVES COMMITTEE MEETING

2012 Cattle Industry Convention Nashville, TN
Feb 3, 2012

Richard Thorpe, Chairman
Bruce Dopslauf, Vice Chair

Agenda

Meeting Purpose: To update our committee on new product and culinary checkoff funded work, discuss any relevant issues for fiscal 2012, and begin planning for fiscal 2013.

Friday February 3, 2012

Joint New Product & Culinary Initiatives Committee

2:45 to 5:45 pm

Governor's Ballroom A

1. Call to order
 - Introductions
 - Review and approve Agenda, and Minutes from Summer Conference
2. Program updates
 - Culinary – Steve Wald and Dave Zino
 - Fabrication Progress – Chris Calkins, *University of Nebraska*
 - Beef Innovations Group website launch – Laura Hagen
3. Guest Speaker – Jay Wilson and Bill Kuecker, *Sealed Air Corporation*
4. Break
5. Program update continued...
 - New Product Development – Steve Wald
 - Convenient Fresh Beef – Tim Straus, *Turover Straus Group*
6. Convenient Fresh Beef preparation and tasting activity
7. Committee Input Session
8. Wrap-up/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 beef cuts, ways of fabricating beef, and convenient beef products that will help build demand for beef. The committee also coordinates the program service responsibilities of the beef culinary center with new products, advertising, public relations, retail, food communications, private industry, and others.