

JOINT PRODUCT ENHANCEMENT COMMITTEE

2012 Cattle Industry Annual Convention, Nashville, TN

Friday, February 3, 2012

Molly McAdams, Ph.D., Chair

John Schafer, Vice Chair

12:30 – 2:30 p.m. REI Group Update Meeting, Opryland Hotel Delta Ballroom D

TENTATIVE AGENDA

Committee Meeting Room & Time: Opryland Hotel Governor's Ballroom C, 2:45 p.m. – 5:45 p.m.

Meeting Purpose: Review 2011/2012 activities and discuss the planning process for FY 2013.

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.

2:45 p.m. Call to Order – Molly McAdams, Chair

A. Welcome & Opening Comments

B. Review of Agenda & Approval of Minutes

3:00 p.m. FY 2011-2012 Program Update & FY 2012 Request for Proposals Report – Bridget Wasser, NCBA staff liaison

3:30 p.m. Guest Speaker Presentations:

J. Daryl Tatum, Ph.D., Colorado State University

Rhonda Miller, Ph.D., Texas A&M University (includes beef tasting exercise)

Jeff Savell, Ph.D., Texas A&M University

5:00 p.m. Discussion on FY 2013 Program Planning – Bridget Wasser, Molly McAdams & John Schafer, Vice Chair

5:30 p.m. New Business & Closing Comments – John Schafer

5:45 p.m. Adjourn