

MINUTES

**Joint Nutrition and Health Committee
2011 Cattle Industry Summer Conference
Gaylord Palms Resort ~ Kissimmee, FL
Wednesday, August 3, 2011**

**Lucy Rechel, Chair
Jeanne Harland, Vice Chair**

The meeting of the Joint Nutrition & Health Committee was called to order by Chairman Lucy Rechel on Wednesday, August 3, 2011 at 2:33 p.m.

Present committee members: Chair Lucy Rechel, Vice Chair Jeanne Harland, Anne Anderson, Valerie Bass, Patti Buck, Bill Dale, Dan Kerschen, Patricia Venable, Kris Vincent, Garry Wiley

NCBA staff attending: Shelley Johnson, Rima Kleiner, Michele Peterson Murray

Other guests include: Eric Johnson, Barb Downey, Regina Kerren, Kahl Capeno, Sue Cummings, Kent Pruismann, Randolph Barthle, Traci O'Donnell, Julie Moore, Kevin Rader, Kim Wilson, Kevin Morales, Craig Uden, Tiffany Hayes, Stacy Bates, Paul Slayton, Daryl Berlies Owen, Sheila Weiss, Kristin Wilkins, Katie Caputo, Susan Reilly, Laurie Bryant, Jay O'Brien

Introductions

Chair Lucy Rechel led introductions and provided a recap of the committee meeting held at annual convention in February 2011.

Approval of Meeting Agenda

Motion made by Kris Vincent, seconded by Patti Buck, passed, to approve the agenda of the Joint Nutrition and Health Committee held on August 3, 2011.

Approval of Minutes

Motion made by Garry Wiley, seconded by Kris Vincent, passed, to approve the minutes from the Joint Nutrition and Health Committee meeting held February 4, 2011.

2010 Nutrition Influencer AR Evaluation

The committee heard a presentation by Susan Reilly of The Reilly Group and asked questions about the evaluation conducted by the beef board. There were no questions from the committee and Lucy asked the committee to thank the staff for their service.

FY 2012 Authorization Requests

Lucy Rechel reviewed the core strategy and strategic initiative that is relevant to this Committee.

- Improve domestic and consumer preference for beef (through)
 - Establishing beef as an everyday part of a healthy diet

Shelley Johnson, Rima Kleiner and Michele Murray, NCBA staff, reviewed the proposed programs and budget outlined in the Authorization Request with a budget amount of \$923,000. The committee asked a number of questions about various programs and budget and inquired about additional programs that would require separate funding (via Attachment A's). For example, the committee discussed the option of relationship building with other nutrition influencer organizations such as the American Academy of Family Physicians or the American College of Sports Medicine. Committee members voiced the need for nutrition to play a more primary role in the industry's long range plan and that the investment in nutrition programming should be significantly higher. NCBA staff shared with the committee that evaluation and measurement are ongoing.

The committee asked to hear ideas that require additional funding before voting on the ARs.

Kristin Wilkins, Northeast Beef Promotion Initiative staff, reviewed a proposed program and budget outlined in an Authorization Request with a budget amount of \$30,000.

The committee followed these presentations with a discussion of other ideas for programming such as more frequent Live Well events. They also heard an Attachment A presentation by Kristin Wilkins, Northeast Beef Promotion Initiative staff who requested \$20,000 in additional funds for outreach to dietetic interns in the northeast states.

Chair, Lucy Rechel asked each committee member for their opinion on the additional programs and about asking for funds beyond what was included in the AR presentations.

Garry Wiley made a motion to approve the 2012 National Nutrition Influencer AR as written and pursue Attachment As separately in an effort to increase funding of additional nutrition influencer targets based on the success achieved through tactics like Live Well. The motion was seconded by Patricia Venable and passed.

Garry Wiley made a motion to approve the 2012 MICA AR as written. The motion was seconded by Patricia Venable and passed.

Anne Anderson made a motion to approve \$275,000 in additional funding in the form of an Attachment A to identify additional influencer groups such as American Association of Nurse Practitioners, the American Academy of Family Physicians or the American College of Sports Medicine or American Council on Exercise and to build relationships with those organizations deemed appropriate. The motion was seconded by Garry Wiley and passed.

Anne Anderson made a motion to approve \$30,000 in additional funding in the form of an Attachment A for the Northeast Beef Promotion Initiative to conduct outreach to three dietetic internship programs in the northeast. Garry Wiley seconded, passed.

Other Business

Committee members were asked whether or not the committee favored the program update webinar held a week prior to the live meeting. Feedback from the committee was positive, however the time of day when it was held was a barrier to participation.

No other business was discussed.

Adjourn

The Joint Nutrition and Health Committee adjourned at 5:36 p.m.