

JOINT ISSUES MANAGEMENT SUBCOMMITTEE MEETING

2012 Cattle Industry Annual Convention
Gaylord Opryland Convention Center, Nashville, TN
Friday, February 3, 2012

Chair – Mike Stahly
Vice Chair – Richard Gebhart

AGENDA

2:30 p.m. – 5:45 p.m.
Joint Issues Management Group Meeting
Opryland Hotel, Canal A Room

Meeting Purpose: The Joint Issues Management Subcommittee will receive updates on 2011 fiscal year program results and 2012 fiscal year program progress. The Subcommittee also will hear an update on the beef industry long range plan and discuss any necessary shifts in focus for 2013 planning.

2:00-2:15 Call to order

- a. Welcome and introductions
- b. Approval of 2011 Summer Meeting minutes
- c. Approval of final meeting agenda

2:15-3:15 Program updates

- a. FY2011 results and FY2012 Progress

3:15-4:15 Long Range Plan discussion

- a. Discuss any shifts in focus for FY2013

4:15-4:30 Other business/adjourn to:

Beef Safety Committee

4:45-5:45 Joint Meeting: Beef Issues Management Subcommittee and Joint Beef Safety Committee

- a. Scenario and discussion about working together to maintain consumer confidence in beef's safety

Subcommittee Objective:

The Joint Issues Management Subcommittee recommends strategies for: identifying and analyzing issues; leveraging consistent and effective responses to beef issues; advancing crisis preparedness and proactively addressing critical beef industry issues that could affect beef's reputation with consumers if not managed.