

JOINT NUTRITION AND HEALTH COMMITTEE

2012 Cattle Industry Annual Convention
Nashville, TN
Friday, February 3, 2012

Lucy Rechel, Chairperson
Jeanne Harland, Vice Chairperson

Agenda

2:00 p.m. – 5:30 p.m.

**Joint Nutrition and Health Group Meeting
Opryland Hotel, Canal C Room**

Meeting Purpose: To review FY 2012 program progress to-date and evaluate the current nutrition environment to be used as guidance for the development of FY 2013 programs and budgets.

1. Call to Order
 - A. Welcome and Introductions
 - B. Approval of meeting agenda
 - C. Approval of August 2011 minutes
 - D. Committee Roles and Responsibilities
 - i. The beef and health environment from the committee's point of view (a discussion)
2. Nutrition Outreach Staff Update
3. Program Evaluation Discussion
4. Nutrition labeling in the meat case rule implementation update
5. Nutrition Influencers Program Update
 - A. Committee leadership experience: reaching nutrition influencers at the annual Food & Nutrition Conference and Expo
 - B. NCBA
 - C. Northeast Beef Promotion Initiative
6. Other Business
7. Adjourn

Committee Objective:

The Joint Nutrition and Health Committee is a joint industry committee consisting of members representing the NCBA Policy and Federation of State Beef Councils Divisions and the Cattlemen's Beef Board. These individuals, as a committee acting in concert and as a group, have an overall responsibility of carrying out the following purpose. The committee promotes positive food policy and information for beef to key audiences. The committee sets the industry's nutrition and health priorities—including, communications and research—communicates those priorities to internal and external audiences and allocates resources according to the priorities. In doing so, the committee will ensure that the beef industry speaks with one voice on nutrition and health issues to consumers, the media and other opinion leaders.