

Minutes
Joint Evaluation Advisory Committee
Colorado Convention Center
Denver, Colorado February 4, 2011

Members Present

Dave Schubel, Chair	Scott George, Vice Chair
Kim Brackett	Homer Buell, Vice Chair
Jeff Clausen	Virginia Coelho
David Dick	Ted Greidanus
Jon Kirkbride	Andrew Murphy
Jim Steinbeisser	Craig Uden

Committee staff

Polly Ruhland, CBB

Nine guests were present.

Call to Order

Dave Schubel called the meeting to order at 10:05 a.m.

Approval of Agenda

David Dick moved and Jim Steinbesser seconded to approve the meeting agenda. Motion passed.

Approval of Minutes of July 28, 2010 Meeting

Ted Greidanus moved and Andrew Murphy seconded to approve the minutes of the last meeting. Motion passed.

Report on 2010 External Evaluations

The committee reviewed program managers' written reports of progress on recommendations made to Producer Communications and the National Beef Cook-off by external evaluators in fiscal year 2010. Committee discussed the reports and asked Lynn Heinze, program manager for Producer Communications, questions. Committee commended the Beef Cook-off program for significantly changing program strategy in response to external evaluation recommendations.

Demand and Economic Update

Tod Kalous, a Cattle-Fax analyst, reported on the Retail Beef Demand Index and the Wholesale Beef Demand Index for calendar year 2010. Additionally, Kalous addressed future outlook for demand. He noted that higher prices at retail will limit beef featuring in the coming year, and competition between proteins will remain robust. Improvements in profitability of the foodservice sector are expected, with special attention to brand/concept differentiation. Exports will enjoy continued growth, barring additional challenges to access. Imports will be limited both by the value of the dollar and tight global supply. The committee discussed the topics presented, including the difference between the retail and wholesale indices, and reasons the Long Range Plan Task Force chose the Wholesale Beef Demand Index as a primary measure for the new industry long-range plan.

Report on Issues & Reputation Management Sustainability Efforts/Progress Report on Lifecycle Analysis (LCA)

Jacque Matsen, NCBA executive director, Issues & Reputation Management, reported on current checkoff-funded initiatives regarding sustainability. She also gave a progress report on the checkoff-funded Lifecycle Analysis project. Committee expressed support for the work, and commended Matsen for the breadth and scope of effort in the sustainability area by checkoff program managers.

Evaluation Report

Polly Ruhland, CBB vice president, Planning & Evaluation, reported to the committee on current work of the evaluation program, including:

- Completion of the 2010 Evaluation Report
- Qualified State Beef Council 2010 Evaluation Survey
- Reporting on implementation trends and expenditures in the 2011 Evaluation Report

Committee expressed disappointment that only 22 of the 45 state beef councils responded to the survey and discussed ways to encourage greater participation. Committee expressed the desire to approve the format of implementation reporting that may appear in the 2011 Evaluation Report prior to publishing. Ruhland reminded committee that the entire report is reviewed by the committee prior to presentation at the winter convention. Committee expressed support for more objective and consistent measurement systems for year-over-year evaluations. Committee discussed need to present evaluation system and annual report to the Operating Committee.

Ted Greidanus moved and Craig Uden seconded to approve the 2010 Evaluation of Beef Checkoff Programs. Motion passed.

External Evaluations of Programs for 2011

Committee reviewed historical list of programs undergoing external evaluation, and discussed options for 2011 external evaluations of programs.

Craig Uden moved and Kim Brackett seconded to direct staff to oversee external evaluations on the Health & Nutrition Influencers program and the Beef Ambassador program prior to summer conference, 2011. Motion passed.

The committee agreed by consensus to move the agenda item pertaining to pre-evaluations to the next meeting agenda.

The committee recognized outgoing chair David Schubel for excellent service in 2010.

Adjourn

Homer Buell moved and David Dick seconded to adjourn. Motion passed.

Dave Schubel adjourned the meeting at 12:30 p.m.