

Minutes
Joint Evaluation Advisory Committee
San Antonio Convention Center
San Antonio, Texas
January 28, 2010

Members Present

Dave Bateman, Chairman	Dave Schubel
Homer Buell, Vice Chairman	Sid Sumner
Scott George, Vice Chairman	Craig Uden
Jeff Clausen	Helen Wiese
David Dick	Myron Williams
Jon Krirkbride	

Members Absent

Andrew Murphy

Guests

Laurie Bryant
Dr. Jim Mintert
Lucinda and Darryl Williams

Staff

Carrie Bomgardner	Tom Ramey
Mandy Carr Johnson	Betty Ann Redson
Chris Molinaro	Paul Slayton
Rich Otley	Polly Ruhland

Call to Order

Chairman Bateman called the meeting to order at 10:45 a.m.

Approval of Agenda

Helen Wiese moved and David Dick seconded a motion to approve the meeting agenda. Motion passed.

Approval of Minutes of July 15, 2009 Meeting

Sid Sumner moved and Dave Schubel seconded a motion to approve the minutes of the last meeting. Motion passed.

Policy Evaluation Report

Colin Woodall, NCBA, gave a report to the committee on progress during FY 2009 on issues that are important to cattlemen and the beef industry. These issues included:

- a. Death Taxes
- b. Climate change
- c. Food safety/antibiotics
- d. Endangered species (black tailed prairie dogs)

Report on Progress Since the Audits on the Three Northeast Initiative (MICA) Authorization Requests (ARs)

Carrie Bomgardner reported on two planned spring events for the Public Relations AR and the hiring of a new person who will work half-time on public relations and half-time as a dietitian for the Pennsylvania Beef Council. Chris Molinaro reported on progress made involving the Retail and Foodservice ARs.

Updating the Beef Demand Determinant Study on a More Regular Basis

Dr. James Mintert reported that the Beef Demand Index dropped between 3 and 4% from 2008 to 2009 (using Choice data = -3%; using all fresh data = -4%.) He also indicated:

- a. Food safety issues and recalls were up 58% in 2009 over 2008, which was responsible for approximately a 1.3% decline in demand.
- b. Articles on the positive aspects of beef nutrition were down 21% in 2009 versus 2008, resulting in a drop in beef demand of approximately .05%.
- c. Generally, health information was not a serious demand driver in 2009.
- d. Convenience is still an important demand driver for beef.

Dr. Mintert proposed that his research team do an annual demand update, in an expanded version, to be presented at the winter meeting in 2011. The cost would be \$15,000.

FY 2009 Project Evaluation Audit Recommendations

Rich Otley presented the following projects as possible audits of FY 2009 checkoff-funded work:

- a. Producer Communications (CBB)
- b. National Beef Cook-Off (ANCW)
- c. Culinary Center (NCBA)
- d. Foreign Marketing (USMEF)
- e. Veal (NCBA)
- f. Foodservice (NCBA)

Homer Buell moved and Myron Williams seconded a motion to do Project Evaluation Audits on Producer Communications and the National Beef Cook-Off and to approve the \$15,000 for Dr. Mintert's proposed project. Motion passed.

Committee discussed the beef safety research program as a potential program for audit in 2010. Committee requested staff to provide additional information on the beef safety research program at the April meeting to help inform a decision.

Chairman Bateman said that because the meeting was already running late, that at the next Joint Evaluation Advisory Committee meeting, the last item on today's agenda, an Open Forum – on The Future of Evaluation should be included on the agenda. The committee agreed by consensus.

Adjourn

Rich Otley thanked Chairman Bateman for his service on the committee and Chairman Bateman adjourned the meeting at 1:20 p.m.