

Draft Minutes
Joint Evaluation Advisory Committee
Marriott Airport Hotel
Kansas City, Missouri
April 24, 2009

Members Present

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

Members Absent

Andrew Murphy	Craig Uden
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Guests

Dr. James Mintert

Staff

Tom Ramey	Rich Otley
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Call to Order

Chairman Bateman called the meeting to order at 8:00 a.m.

Introductions

With several new members present, Chairman Bateman asked for introductions.

Approval of Agenda

Sid Sumner moved and David Dick seconded a motion to approve the meeting agenda. Motion passed.

Approval of Minutes of the January 28, 2009 meeting

Chairman Bateman noted that Rich Otley's name was shown twice under Staff and asked that one reference be removed. With that noted change, Myron Williams moved and Homer Buell seconded a motion to approve the minutes of the last meeting. Motion passed.

The Role of Evaluation and How It Works – Rich Otley

Rich Otley led a discussion of the materials in the 2009 Evaluation Handbook. He also reported that:

1. The three Project Evaluation Audits (Retail, Foodservice and Public Relations) managed by the Meat Importers Council of America are well underway and final reports will be presented to the committee at the summer

- meeting in Denver in July.
2. The Ron Ward econometric model will also be completed and reported to the Committee at the summer meeting.
 3. Mid-year evaluations are in the process of being reviewed and, so far, all work is on track for on-time completion.

Future Updating of the Beef Demand Determinant Study – Dr. James Mintert

DR. Mintert reviewed the recently completed Beef Demand Determinant Study (BDDS) and summarized it as follows:

- + Consumers value convenience
 - Beef is falling behind the competition
 - New product development efforts needed
- + Consumers are receptive to information about health and nutrition
 - Focus on identifying and conveying positive health and nutrition information to consumers
- + Safety of beef is still important

A discussion followed on possible methods and ways to update the BDDS. Dr. Mintert suggested it could be done annually or every two or three years. Costs would be dependant on exactly what would be updated and how, but could run in the area of \$15,000 to \$20,000 a year.

The committee determined it needed to consider the options in more detail before making a final decision about next steps with the process. The committee did ask Dr. Mintert to make his presentation, in an abbreviated form, to the leadership conference in Denver on May 13, 2009.

FY 2010 Evaluation Plan and Budget

Rich Otley presented the proposed FY 2010 plan and budget to the committee. Following a discussion, Homer Buell moved and David Dick seconded a motion to recommend approval of the proposed FY 2010 Evaluation plan and budget to the Operating Committee. Motion Passed.

Adjourn

Chairman Bateman adjourned the meeting at 1:02 p.m.