

MINUTES

**Joint Nutrition and Health Committee
2010 Cattle Industry Summer Conference
Sheraton Denver Downtown ~ Denver, CO
Saturday, July 31, 2010**

**Daniel Smith, Chair
Lucy Rechel, Vice Chair**

The meeting of the Joint Nutrition & Health Committee was called to order by Chairman Daniel Smith on Saturday, July 31, 2010 at 8:01 a.m.

Present committee members: Chairman Daniel Smith, Vice Chairman Lucy Rechel, Sally Angell, Patti Buck, Linda Foglesong, Jeanne Harland, Richard Hodge, Rod Nulik, Daniel Petersen, Karen Sweet, Kris Vincent, Garry Wiley

Absent committee members: Basilio Aja, Gina Bellinger, Jared Brackett, Rosemary Brizendine, Marcia Callaway, Amy Ellison, David Gazda, Julian Goicoechea, Matt Halme, Elizabeth Harsh, Marcus Harward, Dick Hauser, Sheryl Hopkins, Richard Jenkins, Daniel Kerschen, Robert Kube, William Lipscomb, Connie Lord, Barb Meyers, Mark Moenning, Nancy Moore, Bob Nick, David Parsley, Neal Rau, Nancy Ray, John Redman, Juanita Reed-Boniface, Greg Robey, Chris Schluntz, Larry Schnell, Frates Seeligson, Carl Setzler, Duwane Skipper, Ruth Straus, Deane Thomas, Melissa Tuell, Cheramie Viator, Joe Wampler, John West, Monty Weston, Ashley Williams, Wes Williamson, Lisa Wood, Douglas Yelverton

NCBA staff attending: Shelley Johnson, Michele Peterson Murray

Other guests include: J.K. Brite, Katie Hayes, Donette Stump, Leo Vermedahl

Introductions

Chair Daniel Smith led introductions.

Approval of Meeting Agenda

Motion made by Leo Vermedahl, seconded by Garry Wiley, passed, to approve the agenda of the Joint Nutrition and Health Committee held on July 31, 2010.

Approval of Minutes

Motion made by Daniel Peterson, seconded by Leo Vermedahl, passed, to approve the minutes from the Joint Nutrition and Health Committee meeting held January 29, 2010.

Influencer and Media Overview

The committee relocated rooms to join the Public Relations Subcommittee for a presentation by Shelley Johnson and Michele Peterson Murray, NCBA staff.

FY 2010 Nutrition Influencers Program Update

Michele Peterson Murray, NCBA staff, provided an update on staffing.

Shelley Johnson, NCBA staff, provided an update and overview of nutrition influencer programs to the subcommittee. Areas discussed included:

- FY 2010 Nutrition Strategy
- Brief Overview of Nutrition Influencers
- I Heart Lean Beef campaign
- Use of Social Media for outreach with influencers
- Protein Outreach
- Nutrition Seminar Program
- Live Well event
- Upgrades and redesign of BeefNutrition.org
- Relationship with the American Dietetic Association

Presentation: Update on Dietary Guidelines and BOLD Study

- The committee relocated rooms to join the Human Nutrition Research Committee for a presentation on the Dietary Guidelines process and current status by Shalene McNeill, NCBA staff.
- The committee also listened to a presentation by Mike Roussell, researcher from Penn State who presented findings from the partially checkoff-funded BOLD study. BOLD stands for Beef in an Optimal Lean Diet, a diet containing lean red meat but modeled after the DASH diet which stands for Dietary Approaches to Stop Hypertension

FY 2011 Authorization Requests

Daniel Smith reviewed the five planning factor priorities that are relevant to this Committee.

- Educate Influencers on Beef and Beef Production
- Reconnect Consumers with Beef Production
- Make Beef an Easy Choice
- Demonstrate Beef's Value
- Capitalize on the Power of Lean

Shelley Johnson reviewed the proposed programs and budget outlined in the Authorization Request with a budget amount of \$823,000.00.

Motion made by Daniel Peterson, seconded by Sally Angell, passed, to approve the 2011 AR.

Other Business

Committee members were asked whether or not the electronic delivery of materials necessary for this meeting were acceptable. Richard Hodge asked if members could request a printed copy of the materials be brought to the meeting at the time of their RSVP. This accommodation can be made.

No other business was discussed.

Adjourn

The Joint Nutrition and Health Committee adjourned at 12:06 p.m.