

Joint Issues Management Subcommittee

Mike Stahly, Chair
Lloyd DeRuyter, Vice Chair

Chairman Mike Stahly called the Joint Issues Management Subcommittee to order at 1:45 p.m. CT, Friday, Jan. 30, at the 2010 Cattle Industry Annual Convention in San Antonio, Texas. Sixteen Subcommittee members and 16 guests attended the meeting.

The Subcommittee heard highlights of 2009 fiscal year programs and an update on the 2010 fiscal year programs put into motion during Summer Conference. Some of the key activities for beef issues management closing out last year and so far this year include: a holistic photo project and Explore Beef brochure showcasing the people behind the product, a newly launched ExploreBeef.org Web site, redesign of the popular industry forecasting publication *Beef Issues Quarterly*, a moviemaking project to capture an inside look at the beef industry that's appealing to Millennials, a U.S. Beef Stakeholder Responsibility Assessment and successes from the viral Give Thanks campaign.

The Subcommittee also heard two guest presentations. Kristina Butts, NCBA's Director of Legislative Affairs, discussed the ever increasing overlap between consumer and policy issues, and Rick McCarty, NCBA's Vice President of Issues Analysis and Information, discussed the results of issue surveys fielded in FY2009 and FY2010 that form the foundation for issues management work.

The Subcommittee spent a few minutes discussing other issues of importance, including water sustainability, the growing prominence of university animal law programs and recent negative media coverage.

Rich Otley presented the evaluation report conducted by the Cattlemen's Beef Board. Joint Information Committee Chairs Austin Brown III and Jim Steinbeisser encouraged Subcommittee members to attend the Joint Committee Prioritization Session to participate and represent their fellow cattle producers.

The Joint Issues Management Subcommittee meeting was adjourned at 4:45 CT.