

JOINT INDUSTRY PRODUCT ENHANCEMENT COMMITTEE
2010 Winter Convention, San Antonio, TX, January 29, 2010

Paul Parker, Chair

Molly McAdams, Vice Chair

Chair Paul Parker opened the meeting with introductions and welcomed members and guests. Bridget Wasser, staff liaison to the committee, conducted a cutting demonstration highlighting new beef cuts and provided an update on the ongoing checkoff-funded FY 2009 - 2010 product enhancement program.

The committee discussed planning for FY 2011 and received a report from the 2011 product enhancement advisory survey and industry panel before recommending specific research areas for focus in 2011. Vice Chair Molly McAdams provided closing comments.