

## **Joint Veal Committee**

**Ray Krones, Chair**  
**Richard Ayers, Vice Chair**

Chairman Ray Krones opened the meeting and received approval for the agenda and minutes. Chairman Krones welcomed new Joint Veal Committee members.

Rich Otley of the Beef Board staff commented on the FY 2009 evaluations, thanked the Joint Veal Committee, the AVA leadership and the veal industry's commitment to focus. Rich introduced Polly Ruhland his replacement with the CBB.

Special recognition was given to Mike Mosner for his long time commitment to the veal industry. Chris Marcocci presented the recently awarded NAMA to Ray Krones.

The Veal Go to Market Strategy team (made up of Tom Houlton, Chris Marcocci, Allison Wenter, Beth Anne Mumford, and Dean Conklin) provided comprehensive updates on retail, foodservice, veal web sites, veal issues management and veal quality assurance programs. The retail initiative was presented as a consumer oriented plan focusing on the revision of VealMadeEasy.com, Rachael Ray TV promotion, consumer sweepstakes, and other marketing tools designed to help sell more veal with retailers. The foodservice initiative was presented and an update was provided on several national veal chains featuring veal on menus.

The committee discussed upcoming veal events, provided a review of the FY 2010 AR and discussed FY 2011 priorities.

Meeting was adjourned.