

Draft Minutes  
**Joint Evaluation Advisory Committee Meeting**  
Wednesday, January 30, 2019  
Ernest N. Morial Convention Center  
New Orleans, Louisiana

**Members Present**

Jackie Means, Chair	Steve Hanson, Vice Chair
Jana Malot	Laurie Munns
Bob Mitchell	Jeff Rudolph
Ryan Moorhouse	James Schmidt
Mike Smith	Becky Walth

**Members Absent**

Joe Horstman	Paul Moss
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**Committee staff**

Chad Smith, CBB  
Courtney Kalous, CBB (via phone)

**Call to order**

Steve Hanson called the meeting to order at 11:30 a.m.

**Approval of Agenda**

Steve asked the committee for any edits to the agenda. Laurie Munns moved to approve the agenda as presented. Mike Smith seconded. Motion passed.

**Review of Minutes**

Steve reminded the committee a copy the minutes are at each spot and were approved via email in August 2018. He asked for any questions or discussion on the minutes. There were no questions or discussion.

**FY2018 Evaluation Report on Checkoff Programs**

Steve reported this year's evaluation report received a much-needed update and refresh. The printed report changed to an executive summary format. Courtney Kalous shared an overview of the report via phone. Steve asked for any questions or discussion. Ryan Moorhouse moved and James Schmidt seconded to approve the 2018 Evaluation Report. Motion approved.

**FY2018 1<sup>st</sup> Quarter Checkoff Programs Report**

Steve noted all contractor reports were received on time and most programs are on target for the first quarter. AR 1931-II from National Livestock Producers Association – the 2018 Antibiotic Symposium was held November 13-15 in Kansas City. NLPA had set a goal for 150 stakeholders to attend this year's symposium, but actual attendance was 147. A couple of other contractors are slightly behind in their first quarter progress but hope to be able to catch up in the next few months. Open to questions or discussion.

### **FY2019 Project Selection**

Steve noted the Evaluation Committee needs to select the evaluation project for 2019. This year the Evaluation Committee is required to conduct an economic analysis of checkoff-funded programs or the Return On Investment study. The last ROI study was completed in 2014 and USDA guidelines require this study is done at least every 5 years. A task force will be appointed, and the process will start in February with distribution of an RFP (Request for Proposals) to a list of economists and Universities who have expressed interest. We hope to have results of the study by Summer Conference. Open to questions or discussion. Jana Malot moved to approve the 2019 Evaluation Project Selection. Becky Walth seconded. Motion approved. Co-Chairs appoint a Task Force to work with staff on issuing an RFP and selection proposal to recommend to the full committee for approval in early spring.

### **Meat Demand Monitor Proposal**

Steve introduced Glynn Tonsor, Professor of Agricultural Economics at Kansas State University. Glynn has done several demand related projects for the Beef Checkoff Program. He presented a proposal for a new Meat Demand Monitor. Steve noted the committee would take this under consideration.

### **Cattle and Beef Supply and Demand Update**

Jackie introduced Lance Zimmerman, Manager Research, Analysis and Data at CattleFax who presented a Beef Demand Update.

### **Consumer Trends Update**

Steve introduced Shawn Darcy and Alison Krebs to present Consumer Trends update. Shawn is the Director of Market Research and Alison is the Director of Market Intelligence at NCBA. The market research team conducts consumer research and analyzes market intelligence to help other checkoff teams improve the impact of their programs.

### **Other Business**

Jackie called for other business.

### **Adjourn**

The meeting of the Joint Evaluation Advisory Committee adjourned at 1:30 p.m.