



Funded by the Beef Checkoff.

# NUTRITION & HEALTH COMMITTEE DRAFT MEETING MINUTES

## 2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom H

Part I – Thursday, August 2, 2018 • 2:00 PM – 6:00 PM

Part II – Friday, August 3, 2018 • 9:15 AM – 12:00 PM

Torri Lienemann, Co-Chairman (C)

Barb Downey, Co-Chairman (F)

|                           |  |
|---------------------------|--|
| <b>Purpose Statement:</b> | Develop credible science-based research to effectively communicate to consumers, key opinion leaders, and beef community stakeholders in order to inform them about the nutritional and health benefits of beef.   |
| <b>Attendees (37):</b>    | Kenneth Blight, Bobby Combs, Bill Dale, Jay Dalton, Britt Dinis, Barb Downey, Cory Eich, Joe Fuhriman, Brad Hastings, Leon James, Byron Lehman, Torri Lienemann, Alan Lyman, Steven Mafrige, Jana Malot, Nathan Martin, Angie Meyer, Brett Morris, Laurie Munns, Jean O'Toole, Jason Peeler, Philip Perry, Steve Rehder, Charlie Risinger, Ivan Rush, Kathryn Sautter, Karin Schaefer, Bill Slovek, Jo Stanko, Russ Uselton, Rob Von Der Lieth, Norman Voyles Jr, Mark Wagner, Becky Walth, Philip Weltmer, Garry Wiley, Ann Wittmann, |
| <b>Staff (2):</b>         | Don Waite (NCBA), Barry Strand (NCBA)  |

### Checkoff Committee Meetings – Part I

#### Welcome/Call to Order/Introductions

Co-chairs Torri Lienemann and Barb Downey called the meeting to order at 2:00 PM. Co-chairs kicked off the meeting with introductions and requested each member to introduce themselves as well as all guests.

Call for a motion to approve the agenda for the Nutrition and Health Committee Meeting for the 2018 Summer Business Meeting. Motion passed.

Call for a motion to approve the minutes from the 2018 Cattle Industry Convention in Phoenix, AZ. Motion was so moved by Charlie Risinger, TX, and seconded by Rob Von Der Lieth, CA. Motion passed.

Committee reviewed AR process and tactic scoring process, by watching a video presentation. Process was outlined in the video and noted that each tactic will be scored based on how well it supports committee prioritized LRP initiatives. Co-chairs reviewed that all members have a blue sheet and green sheet scorecard. Each voting member will turn in the green sheet to be tabulated at the end of today's meeting and keep the blue sheet for tomorrow's discussion.

#### Presentation of AR and Tactics by National Cattlemen's Beef Association (NCBA)

Shalene McNeill presented 3 Tactics: AR 1911-B, AR 1911-H, AR 1922-A. Brief question and answer period followed the NCBA presentation.



Funded by the Beef Checkoff.

# NUTRITION & HEALTH COMMITTEE DRAFT MEETING MINUTES

## 2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom H

Part I – Thursday, August 2, 2018 • 2:00 PM – 6:00 PM

Part II – Friday, August 3, 2018 • 9:15 AM – 12:00 PM

### **Presentation of ARs and Tactics by North American Meat Institute and the Foundation for Meat and Poultry Research and Education (NAMI)**

Eric Mittenhall presented 5 Tactics: AR 1900-A, AR 1900-B, AR 1900-C, AR 1901-A, and AR 1910-B (Foundation for Meat and Poultry Research and Education). Brief question and answer period followed the NAMI presentation.

### **Presentation of AR and Tactics by Meat Import Council of America (MICA)**

Christie Brown and Kaitlyn Carey presented 3 Tactics: AR1920-A, AR 1920-B, and AR 1920-C. Pennsylvania Beef Council through the Northeast Beef Promotion Initiative (NEBPI) is the organization subcontracting to the contractor MICA. Brief question and answer period followed the MICA presentation.

### **Wrap Up and Adjournment**

Co-chair's requested members to review the presented ARs and reminded the committee to formulate questions for tomorrow's meeting as they individually scored the ARs. All contractors will be brought back for questions during tomorrow's meeting. Before leaving, the members were reminded to hand in their green scorecard to the committee liaison. AR Tactic scores will be calculated by CBB's Accounting team and presented at tomorrow's meeting. The scores will not be adjusted during tomorrow's meeting, but ARs will be discussed and comments recorded for each of the contractors.

Co-chair's called for a motion to adjourn and to meet again tomorrow at 9:15 AM. Adjourned at 6:00 PM MT.



Funded by the Beef Checkoff.

# NUTRITION & HEALTH COMMITTEE DRAFT MEETING MINUTES

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom H

Part I – Thursday, August 2, 2018 • 2:00 PM – 6:00 PM

Part II – Friday, August 3, 2018 • 9:15 AM – 12:00 PM

## Checkoff Committee Meetings – Part II

### Welcome/Call to Order

Co-chair’s called meeting to order at 9:15 am.

Co-Chairs gave a brief overview of today’s goal to gather committee’s comments to be provided to the Operating Committee with scores from Day 1.

AR scores were presented by CBB for each presented AR Tactic.

|      |        |   |     |
|------|--------|---|-----|
| NCBA | 1911-B | Nutrition Research and Scientific Affairs | 4.9 |
| NCBA | 1911-H | Key Topic Market Research                 | 4.7 |
| NCBA | 1922-A | Key Opinion Leader Engagement             | 4.7 |

The co-chairs invited NCBA to answer questions on their ARs from the committee members. Shalene McNeill answered questions and expanded on the presented ARs.

|      |        |   |     |
|------|--------|---|-----|
| NAMI | 1900-A | Consumer Outreach   | 3.6 |
| NAMI | 1900-B | Key Opinion Leader Outreach   | 3.8 |
| NAMI | 1900-C | Channel Marketer Outreach   | 3.5 |
| NAMI | 1901-A | Integrated Consumer and Channel Marketing                                       | 3.5 |
| NAMI | 1901-B | Science-Based Research on the Nutritional and Health Benefits of Processed Beef | 3.8 |

The co-chairs invited NAMI to answer questions on their ARs from the committee members. Eric Mittenhall answered questions and expanded on the presented ARs.

|      |        |                               |     |
|------|--------|-------------------------------|-----|
| MICA | 1920-A | Channel Influencer Outreach   | 3.9 |
| MICA | 1920-B | Consumer Outreach             | 4.0 |
| MICA | 1920-C | Nutrition Influencer Outreach | 4.2 |

The co-chairs invited MICA- NEBPI to answer questions on their ARs from the committee members. Christie Brown and Kaitlyn Carey answered questions and expanded on the presented ARs.



Funded by the Beef Checkoff.

# NUTRITION & HEALTH COMMITTEE DRAFT MEETING MINUTES

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom H

Part I – Thursday, August 2, 2018 • 2:00 PM – 6:00 PM

Part II – Friday, August 3, 2018 • 9:15 AM – 12:00 PM

General committee comments for Contractors – Ensure that contractors are not duplicating research opportunities. Replication and dissemination of information if valuable.

## **Wrap-Up and Next Steps**

Announcement of an electronic survey for the Nutrition and Health Committee meeting will be arriving through email and the need for member's feedback regarding the AR scoring process and the meeting.

Next meeting will be at the 2019 Cattle Industry Convention, January 30 - February 1, 2019, New Orleans, Louisiana.

Co-chair's called for a motion to adjourn. Motion was made by Brett Morris, OK, and seconded by Jana Malot, PA. Adjourned at 11:16 AM MT.