



Funded by the Beef Checkoff.

Innovation Committee DRAFT Meeting Minutes

2019 Cattle Industry Convention

Ernest N. Morial Convention Center • Room 253-254

Friday, February 1 • 12:30-3:30 PM

Tammy Basal: Co-Chairman (C)

Buck Wehrbein: Co-Chairman (F)

<u>Purpose Statement</u>	To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.
<u>Attendees</u>	Joan Ruskamp, C.W. Senn Jr., Rob Williams, Jeff Johnson, Valerie Bass, Dwain Johnson, Nancy Jo Bateman, Jay Dalton, Mike Pendleton, Bill King, Katie Brenny, Andy Kellom, Bill McLean, Kyra O'Brien, Laurie Johnson, Beth Patterson, Steve Hanson, Dean Black, Larry Jones, Bruce Jackson, Jamie Graham, Keith Baxter, Dan Gattis, Cindy Greiman, Steve Hobbs, Joe Horstman, Andy Bishop, Arin Crooks, Lauren Maehling, Ted Reichmann, Sallie Miller, Steve Walker, Dana Ehrlich, Katie Cooper, Jenni Peters, Melvin Medeiros, Kristy Lage, Dick McElhaney, Becca McMillan, Brent Tanner, Bridget Bingham
<u>Staff</u>	Season Solorio, Rick Husted, Shenoa French, Beejan Mehrabani, Shelley Bradway, Jason Jerome, Dave Zino, Laura Hagan, Alison Krebs, Anna Bunz, Taelor O'Dorisio, Hillary Makens, Meghan Pusey, Bridget Wasser, Ashley Pryor (VML), Ashley Mulholland (VML)

12:30pm - Welcome/Call to Order/Introductions

- Call to order by Tammy Basal and Buck Wehrbein, review agenda.
- Motion was made to approve the agenda by Sallie Miller
- Second: C.W. Senn Jr.
- Motion passes
- Buck Wehrbein shares the ground rules as well as the committee purpose statement. Buck Wehrbein shares the committee meeting flow
- Tammy – Ice Breaker – Favorite Beef Meal and who we'd like to share it with.

12:56pm - Approve Summer Meeting Minutes

- Motion to approve minute from SBM Minutes Katie Brenny
- Second: Dean Black
- Motion Passes

1:00pm – Committee Agenda Overview

- Buck Wehrbein reviews history of long range plan and long range plan handout. Explains Beef Checkoff Planning cycle.
- Joan Ruskamp reviews operating committee funding
- Buck Wehrbein reviews mission statement. 2020 Strategic Direction review. Strategic Initiatives Review. [Discussion on strategic initiatives: meat subs, Beef advocates, online grocery shopping, sustainability, product development not being reached in mission statement]
- Motion to add “a track development and next generation” to Long Range Plan by Steve Hanson
- Second: Melvin Medeiros



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- Discussion lead to it being misleading mission should be more young beef leaders. MOTION REINDED.

1:54pm - Motion to accept the strategic initiatives (Tammy)

- Motion: C.W. Senn Jr.
- Second: Katie Brenny
- Motion Passes

2:02pm - Contractor Presentations

Season Solorio, NCBA Presented on the following tactics

- 1902-P Tactic A: Beef. It's What's for Dinner. Marketing.
- 1902-P Tactic B: Social Media and Digital Advertising
- 1911-R Tactic C: Product Quality & Technical Research
- 1911-R Tactic D: Culinary

Rick Husted, NCBA presented on the following tactics

- 1911-R Tactic F: Channel Intelligence
- 1911-R Tactic G: Foundational Market Research
- 1911-R Tactic H: Key Topic Market Research

Season Solorio, NCBA presented on the following tactics

- 1922-CI Tactic A: Key Opinion Leader Program
- 1922-CI Tactic B: Supply Chain Outreach and Engagement

Took questions from the audience

NAMI presented on the following tactics. Eric Mittenthal

- AR 1900-P Tactic A: Consumer Outreach
- AR 1900-P Tactic B:
- AR 1900-P Tactic C: Channel Marketer Outreach
- AR 1901-P Tactic A:
- AR 1901-P Tactic B:

Took questions from the audience

3:00pm Additional discussion on Strategic Initiatives

- Committee members as to further discuss strategic initiatives
 - Under Promote and Strengthen Beef's Value Proposition
 - Motion to change the initiative to the following: Improve our Product strike and Production Efficiency also change. Respond to consumer based market signals with production efficiencies and ^"to identify" product improvements that positivity impact beef's values proposition.
- Motion: Dwaine Johnson
- Second: Jamie Graham
- Motion Passes

3:25pm - Wrap up and next steps

- Buck Wehrbein – Advises members to fill out last page of handout with notes
- Tammy Basal - Innovation Committee Evaluation Survey Reminder

3:28pm - Adjourn

- Motion: Dick McElhaney
- Second: C.W. Senn Jr.