



Nutrition and Health Committee DRAFT Meeting Minutes

2019 Cattle Industry Convention

Ernest N. Morial Convention Center • Room 238-239

Friday, February 1 • 12:30-3:30 PM

Funded by the Beef Checkoff.

Torri Lienemann: Co-Chairman (CBB)
Russ Uselton: Co-Chairman (Federation)

Nutrition and Health Purpose Statement	<i>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.</i>
Members (38)	Torri Lienemann (Co-Chair); Russ Uselton (Co-Chair); Ken Blight; Bryan Blinson; Britt Dinis; Barb Downey; Stephanie Dykshorn; Cory Eich; Shane Flowers; Brad Hastings; James Leon; T.K. Kuwahara; Byron Lehman; Steven Mafrige; Jana Malot; Stacy McClintock; Scott McGregor; Angie Meyer; Brett Morris; Laurie Munns; Jean O'Toole; Sara Prescott; Charlie Risinger; Ivan Rush; Kathryn Sautter; Karin Schaefer; Brad Scott; Jo Stanko; Turk Stovall; Kelley Sullivan; Ruby Uhart; Norman Voyles, Jr.; Mark Wagner; Becky Walth; Philip Weltmer; Garry Wiley; William "Will" Wise; Ann Wittmann
Staff	Catherine Huggins (Liaison), Barry Strand, NCBA;
Guests (55)	

Welcome/Call to Order

Co-chairs Torri Lienemann and Russ Uselton called the meeting to order at 12:30 PM. Co-chairs kicked off the meeting with introductions and requested each member to introduce themselves.

Co-chair Uselton called for a motion to approve the agenda for the Nutrition and Health Committee Meeting for the 2019 Cattle Industry Convention. Motion was so moved by Brad Hastings and seconded by Charlie Risinger. Motion passed.

Co-chair Lienemann called for a motion to approve minutes from the 2018 Summer Business Meeting in Denver, CO. Motion was so moved by Barb Downey, and seconded by Gary Wiley. Motion passed.

Committee Purpose Statement, ground rules and committee documents were reviewed by the co-chairs.

Co-chairs reviewed the process to set the 2020 Strategic Priorities based on the Long-Range Plan regarding the Nutrition and Health Committee's purpose statement. Each table presented their top choices for Strategic Priorities to the full committee. Discussion followed with choices narrowed down by consensus by each table and full committee.

Results were announced to the committee as follows:

FY20 Strategic Priorities for Nutrition and Health

- Ensure Beef's Inclusion in Dietary Recommendations
- Defend Beef's Product Identity
- Research and Communicate Beef's Nutritional Benefits

Co-chair Lienemann announced Lance Pekus, the Cowboy Ninja, to give a few words to the Committee on his beef promotional activities for Nutritional and Health audiences.

Co-chair Lienemann announced the Nutrition and Health Checkoff Contractors for each organization and allowed each time to present current and completed work per the funded FY19 ARs.

- National Cattlemen's Beef Association AR1902-P B; 1922-CI A; 1911-R B and H: presented by Shalene McNeill.
- Meat Import Council of America (The Northeast Beef Promotion Initiative) AR 1920-CI A, B and C: presented by Jennifer Orr and Arika Pellman.
- North American Meat Institute AR1900- P A, B and C; 1901-P A and B: presented by Susan Backus.

Wrap Up and Adjournment

Co-chair Lienemann concluded the meeting with a call of action for the members; to take the lead in their communities educating cattle industry members on the good work their checkoff dollar is doing to promote Beef and educate consumers.

Co-chair Lienemann called for a motion to adjourn. Motion was so moved by Brad Hastings and seconded by T.K. Kuwahara.

Adjournment at 2:58 PM.