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.

- 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.