



Funded by the Beef Checkoff.

Nutrition and Health Committee Meeting DRAFT Agenda

2019 Cattle Industry Convention

Ernest N. Morial Convention Center • Room 238-239

Friday, February 1 • 12:30-3:30 PM

Additional Meetings to Attend

Checkoff Program Update

Thursday, January 31, 2019

2:00 – 4:00 PM

La Nouvelle Ballroom BC

CBB Board Meeting

Friday, February 1, 2019

4:30 – 6:30 PM

Hilton Riverside

Grand Salon A

NCBA Board of Directors

Saturday, February 2, 2019

7:30 – 10:00 AM

Hilton Riverside

Grand Ballroom AB

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

Checkoff Committee Meetings

- 12:30 PM Welcome/Call to Order
- Introductions
- 12:55 PM Approve Agenda and Summer Meeting Minutes (**Action**)
- 1:00 PM Committee Agenda Overview
- Review Purpose Statement & Discuss Strategic Initiatives
 - *Nutrition and Health Purpose Statement: 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.*
- 1:30 PM Approve FY2020 Strategic Priorities (**Action**)
- 1:45 PM Break
- 2:00 PM Contractor presentations and questions
- MICA Program Update
 - NAMI Program Update
 - NCBA Program Update
- 3:00 PM Wrap-up, Next Steps
- 3:30 PM Adjourn