



Funded by the Beef Checkoff.

# Safety Committee DRAFT Meeting Minutes

2019 Cattle Industry Convention

Ernest N. Morial Convention Center • Room 245

Friday, February 1 • 12:30-3:30 PM

**Scott Niess, Co-Chairman**  
**Bob Mitchell, Co-Chairman**

<b>Purpose Statement:</b> <i>Support the Long Range Plan by identifying and prioritizing initiatives to provide safe and wholesome beef and beef products to maintain and grow consumer confidence and trust.</i>	
<b>Members:</b>	Scott Niess (Co-Chair), Bob Mitchell (Co-Chair), Kent Bamford, Patti Brumbach, Suzanne Geppert, Jim Handley, Chaley Harney, Dina Reitzel, Mark Russell, Dean Oyster, William Baldwin, Laurie Bryant, Roger Clift, Robert Crabb, Jr., Lloyd DeRuyter, Weston Dvorak, Mark Gwin, Timmery Hellyer, David Hutsell, Larry Jefcoat, Lynn Keetch, Joel Keith, Brian Malaer, Jaret Moyer, Dale Oeschger, Jack Parent, Glenn Payne, Beverly Roe, Mark Rovey, Wally Schulthess, Bill Slovek, Mike Smith, Fred Sorbello, Douglas Temme
	Federation Officer – Dawn Caldwell
<b>Staff:</b>	NCBA – Mackenzie Stephens, Betty Anne Redson
<b>Guests (17):</b>	Skyler Lenz, Virginia Beckett, Mandy Carr Johnson, Dr. Nevil Speer, Shawn Darcy, Josh White, Rusty Gibbs, Laura Hinton, Becca Seymour, Katie Ambrose, Eric Grant, Dr. Eric Moore

## Welcome, Call to Order, and Introductions

Co-chair Scott Niess called the meeting to order at 12:32 pm, welcomed the committee members and requested introductions from both members and guests.

## Approval of Agenda & Minutes

Doug Temme moved, seconded by Brian Malaer, to approve the agenda. The motion carried.

Kent Bamford moved, seconded by David Hutsell, to approve the minutes of the meeting on August 2-3, 2018 in Denver. The motion carried.

## Discussion of Planning Overview and Desired Outcomes

Co-chairs Scott Niess and Bob Mitchell reviewed the committee meeting booklet with committee members. The booklet provided information on priority setting and clarified the planning process for checkoff program development.

## Review of Purpose Statement and Discuss Strategic Initiatives

The committee reviewed the Purpose Statement, discussed the role of the committee, and reviewed the LRP Strategic Initiatives which fall under the purview of the Safety Committee.

## FY2019 Safety Committee Priority Setting

Bob Mitchell and Scott Niess led the committee through a review of the industry initiatives outlined in the Long Range Plan 2016-2020 and explained the process that will determine the Safety Committee's priority strategic Initiatives. The committee members agreed by consensus the following initiatives were within the purview of the Safety Committee.

- Adopt Animal I.D. Traceability Systems
- Ensure Beef Safety
- Ensure Antibiotic Stewardship
- Certify and Verify Production Practices
- Research Innovate New Production Technologies<sup>2</sup>



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Laurie Bryant moved, seconded by Jaret Moyer, to approve the four Safety Committee priorities suggested by leadership.

Lloyd DeRuyter moved, seconded by Doug Temme, to bring Traceability/Animal Identification back to the Safety Committee.

## **Market Research Insights Presentation: Beef Quality Assurance – What do Consumers Want to Know**

Shawn Darcy presented current research on consumer attitudes about responsible beef production and Beef Quality Assurance

## **Contractor Presentations and Questions**

- Dr. Nevil Speer and Dr. Eric Moore presented a status report on the National Livestock Producers Association three FY2019 tactics: Antimicrobial Resistance Symposium, Beef Producer Engagement and Communication, Collaboration and Partnerships
- Dr. Mandy Carr presented a status report on the National Cattlemen's Beef Association FY2019 tactic: Safety Research and Scientific Affairs
- Josh White presented a status report on the National Cattlemen's Beef Association FY2019 tactic: Beef Quality Assurance
- Dr. Susan Backus presented a status report on the NAMI Foundation for Meat and Poultry Research two tactics: Post-harvest beef safety research and Science-based research on the nutritional and health benefits of Processed Beef.

## **Next Steps**

Co-chair Bob Mitchell explained the results of the committee meeting would be shared with Beef Board members at their Board meeting and with the Federation board members at the NCBA Board of Directors meeting. The Safety Committee priorities would be shared with contractors to begin planning ARs which will be presented to the committee at the Summer Business Meeting. He urged committee members to complete a meeting evaluation which was being delivered electronically this year. An email to each committee member would provide a link to a Survey Monkey.

## **Adjournment**

Glenn Payne moved, seconded by Weston Dvorak, to adjourn the meeting at 3:13 pm.