

NUTRITION & HEALTH COMMITTEE MEETING MINUTES

2017 Cattle Industry Summer Business Meeting

Denver, CO

Hyatt Regency at Colorado Convention Center • Centennial Ballroom H

Part I – Thursday, July 13, 2017 • 2:00 PM – 6:00 PM

Part II – Friday, July 14, 2017 • 9:15 AM – 12:00 PM



Clay Burtrum, Co-Chairman

Jared Brackett, Co-Chairman

“Draft for approval” at the next regular meeting - Convention 2018

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.

Members (38)	Jared Brackett (Co-Chair), Clay Burtrum (Co-Chair), Jan Allen, Don Anderson, Valerie Bass, Nancy Jo Bateman, Patrick Becker, Ken Blight, Chuck Coffey, Bobby Combs, Bill Dale, Jay Dalton, Barb Downey, Stephanie Dykshorn, Cory Eich, Chris Freland, Brad Hastings, Katharine Jackson, Byron Lehman, Torri Lienemann, Alan Lyman, Nathan Martin, Stacy McClintock, Sallie Miller, Jean OToole, Steve Rehder, Charles Risinger, Ivan Rush, Kathryn Sautter, Dick Sherron, Jo Stanko, Ruby Uhart, Rob Von Der Lieth, Jr., Norman Voyles, Rebecca Walth, Philip Weltmer, Garry Wiley, Ann Wittmann
Staff (18)	Catherine Huggins, (Liaison), NCBA Katherine Ayers, CBB Susan Backus, NAMI Christine Brown, MICA, Laurie Bryant, MICA, Kaitlyn Carey, MICA Alix Ambriz, AFBF, Lauren Arbogast, AFBF Cheryl Hendricks, NCBA, MacKenzie Jordan, NCBA, Marci Levine, NCBA, Hillary Maken, NCBA, Shalene McNeill, NCBA, Caitlin Mondelli, NCBA, Colleen Moore, NCBA, Julie Sodano, NCBA, Barry Strand, NCBA, Don Waite, NCBA
Guests (13)	Mike Dinkle (USDA), Kim Essex (Ketchum), Bree Flammini (Foodminds), Dan Hale (Texas A&M University), Julie Hoffman (Oregon Beef Council), Melissa Jackson (Sandbox), Byron Lehman (Cattlemen's Beef Board), Bob LeValley (Oklahoma Beef Council), Robbie McKenzie (New Mexico Beef Council), Hawley Poinsett (Texas Beef Council), Colleen Schreiber (Livestock Weekly), Donna Sharp (Sharp's Inc.), Andrew Uden (Quantified Ag)

Checkoff Committee Meetings – Part I

Welcome/Call to Order/Introductions

Co-chairs Clay Burtrum and Jared Brackett called the meeting to order at 2:00 PM MT. Co-chairs kicked off the meeting of the Nutrition and Health Committee meeting. Introductions were made by each individual member.

Co-chair Burtrum called for a motion to approve the agenda for the Summer Business Meeting 2017. Motion was so moved by Barb Downey, NCBA Federation, and seconded by Stacy McClintock, Cattlemen's Beef Board.

Co-chair Brackett called for a motion to approve the minutes from the February 3, 2017 Nutrition and Health meeting in Nashville. Motion was so moved by Brad Hastings, Texas Beef Council and seconded by Barb Downey, NCBA Federation.

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

Committee reviewed AR process and tactic scoring process, by watching a video presentation. Process was outlined in the video and noted that each tactic will be scored based on how well it supports committee prioritized LRP initiatives. Co-chairs reviewed that all members have a blue sheet and green sheet scorecard. Each voting member will turn in the green sheet to be tabulated at the end of today's meeting, and keep the blue sheet for tomorrow's discussion.

Co-chair Burtrum announced the addition of two tactics for today's meeting to be included on the voting sheets. ARs 1801-P from NAMI and 1820-CI from AFBF, will be added since they do touch the Committee's Priority Strategic Initiatives.

Presentation of AR and Tactics by Meat Import Council of America (MICA)

Christie Brown and Kaitlyn Carey presented AR 1821-CI, Consumer Outreach, Tactic 1B and AR 1821-CI, Nutrition Influencer Outreach, Tactic 2A. Brief question and answer period followed the MICA presentation.

Presentation of AR and Tactics by National Cattlemen's Beef Association (NCBA)

Shalene McNeill presented AR 1800-P, Social Media and Digital Advertising, Tactic 1B; AR 1810-R, Nutrition Research and Scientific Affairs, Tactic 2A; AR 1810-R, Key Topic Market Research, Tactic 3E; and 1822-CI, Food, Health and Agriculture Key Opinion Leader Engagement, Tactic 2A. Brief question and answer period followed the NCBA presentation.

Presentation of AR and Tactic by American Farm Bureau Foundation (AFBF)

Alix Ambriz and Lauren Arbogast presented AR 1820-CI, On the Farm Health/Nutrition Educator Events, Tactic 1D. Brief question and answer period followed the AFBF presentation.

Presentation of ARs and Tactics by Foundation for Meat and Poultry Research and Education (NAMI)

Susan Backus presented AR 1811-R, Science-Based Research on the Nutritional and Health Benefits of Processed Beef, Tactic 2A; and 1901-P, Processed Beef Education, Tactic 1B. Brief question and answer period followed the NAMI presentation.

Wrap Up and Adjournment

Co-chair Burtrum reminded the members to consider reviewing the presented ARs and formulating questions for tomorrow's meeting. All contractors will be brought back for questions during tomorrow's meeting. Before leaving the members were reminded to hand in their green scoring sheet to the committee liaison. AR Tactic scores will be calculated by CBB Accounting team and presented at tomorrow's meeting. The scores will not be adjusted during tomorrow's meeting, but ARs will be discussed and comments recorded for the each of the contractors.

Co-chair Burtrum called for a motion to adjourn and to meet again tomorrow at 9:15 AM. Motion was made by Ivan Rush, Nebraska Beef Council and seconded by Brad Hastings, Texas Beef Council.

Adjourned at 5:20 PM MT.

Checkoff Committee Meetings – Part II

Welcome/Call to Order

Co-Chair Clay Burtrum called the meeting to order at 9:15 am.

Co-Chairs gave a brief overview of today's goal to gather committee's comments to be provided to the Operating Committee with scores from Day 1.

AR scores were presented by CBB for each presented AR Tactic.

MICA	1821-CI	1B	3.7
MICA	1821-CI	2A	3.8

The co-chairs invited MICA to start the discussion of their ARs. MICA's, Christie Brown and Kaitlyn Carey, presented for 10 minutes responding to questions presented on Day 1. Open discussion followed with members discussing with MICA suggestions to strengthen their ARs and overall observations. Question were presented by members, with answers and clarifications from MICA.

Comments presented to following Board meetings from Nutrition and Health Co-Chairs on MICA ARs: Do we need to be more intense in the Northeast Region? Increase the frequency and number of meetings in the AR.

NCBA	1800-P	1B	4.5
NCBA	1810-R	2A	4.7
NCBA	1810-R	3E	4.6
NCBA	1822-CI	2A	4.5

The co-chairs invited NCBA to answer questions on their ARs from the committee members. Discussion was expanded to encompass the future of the Beef Industry in the Nutrition field. Shalene McNeill spoke to this topic and expanded on the presented ARs.

Comments presented to following Board meetings from Nutrition and Health Co-Chairs on NCBA ARs: Looked at future of Nutrition research, Influence of Research Council.

AFBF	1820-CI	1D	3.1
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The co-chairs invited AFBF to answer questions on their AR from the committee members. Questions were posed to AFBF representatives, Alix Ambriz and Lauren Arbogast, regarding the educational nutritional tour. Committee members suggested elements that would be helpful to strengthen the AR.

Comments presented to following Board meetings from Nutrition and Health Co-Chairs on AFBF ARs: Concern about cost per participant and partnership with SBCs

NAMI	1811-R	2A	3.2
NAMI	1801-P	1B	3.0

The co-chairs invited NAMI to respond to the questions posed by the committee members on Day 1. Susan Backus presented clarification on the AR regarding the research proposal and processed beef education event.

Comments presented to following Board meetings from Nutrition and Health Co-Chairs on NAMI ARs: Where is the research? Need to narrow focus of AR.

Wrap-Up and Next Steps

Co-Chair Burtrum announced that this was the end of his term as the Federation Co-Chair. He enjoyed his time and appreciated the dedication of the committee members. Announcement of an

electronic survey for the Nutrition and Health Committee meeting will be arriving through email and the need for member's feedback in the new approach to discussing and scoring ARs.

Next meeting will be at the 2018 Cattle Industry Convention, January 31-February 2, 2018, Phoenix, Arizona.

Clay Burtrum called for a motion to adjourn for Summer Business Meeting 2017.

Motion was made by Al Lyman, Illinois Beef Council and seconded by Brad Hastings, Texas Beef Council.

Adjourned at 11:20 AM MT.