



Consumer Trust Committee Meeting Minutes

2018 Cattle Industry Convention

Phoenix Convention Center • Room 221AB

Friday, February 2 • 12:30-3:30 PM

Scott McGregor, Co-Chair (F)

Janna Stubbs, Co-Chair (C)

Purpose Statement:	Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.
Members:	Janna Stubbs, Scott McGregor, Lynn Keetch, Don Smith, Keith York, Glenn Taylor, Patti Brumbach, Randall Debler, Tammy Bartholomew, Don Terry, Jodi Carlson, Flint Johns, Paul Moss, Brett Morris, Bill McLaren, Betts Berry, Steven Matthees, Spencer Jacobs, Steve Hobbs, Lucy Rechel, Lou Murgoitio, George Quackenbush, Katharine Jackson, Lily Edwards-Callaway, James Schmidt, Dan Shelton, Ralph Blalock, Sugie Sartwelle, Roy Copelan, Kathy Creighton-Smith, Perry Owens, Spencer Ellis, Heather Buckmaster, Lauren Scheller Maehling, Richard Schrunck, Bill McLean, Veabea Thomas
Staff:	Chase DeCoite (NCBA), Jeff Florence (NCBA), Katherine Ayers (CBB), Paula Waggoner (CBB)
Guests:	Parrish Cambell (Ohio Beef Council), Kiah Twisselman (Kentucky Beef Council), Kaitlyn Carey (NEBPI), Gloria Payne (ND Beef Commission), Melissa Brewer (Certified Angus Beef LLC), Misty Martin (TX Beef Council), Timmerly Hellyer (WY Beef Council), Katy Wright (AZ Beef Ambassador Program), Tristen Gillespie (AZ Beef Ambassador Program), Scott Jones (Ded Butte Ranch, LLC), Angela Mayfield (AFBFA), Terryn Drieling (Faith, Family & Beef), Casey Hinnant (The Carolina Cattle Connection), Jamie Lindamood (Lindamood Ranch), Lawrence Bryant (Meat Import Council of America), Scott Stump (AFBFA), Taylor Tuttle (MO Cattle Industry), Doug Bear (IA Beef Industry Council), Don Schiefelbein (Schiefelbein Farms), Bob Lowe (Burnt Lake Ranch), Kathy Tokach (Takach Angus Ranch), Christopher Marcocci (Streetmarc), Kelly Fraser (Alberta Beef Producers), Julie Moore (CO Beef Council), Susan Backus (NAMI), Julie McRay Waits (McRay Cattle Co., LLC), Hannah Esch (NE Cattlemen), Laurie Munns (Munns Flying M Ranch), Sharlet Teigen (Demeter Communications), Paige Graham (Ketchum), Tom Drieling (Rex Ranch), Ann Marie Bosshammer (NE Beef Council), Bev Rowe (Rowe Ranch), Terry Wyatt (CBB), Sara Burnstein (CBB).

The meeting was called to order at **12:34pm** by **Scott McGregor**. The mic was passed around the room for introductions of all committee members.

At **12:57pm** **Don Schiefelbein** presented priorities and updated to the Industry Long Range Plan for the committee to consider when developing priorities.

The agenda was reviewed at **1:07pm** by **Scott McGregor**. **James Schmidt** motioned to approve agenda. **Lynn Keetch** second the motion and the motion carried.



Consumer Trust Committee Meeting Minutes

2018 Cattle Industry Convention

Phoenix Convention Center • Room 221AB

Friday, February 2 • 12:30-3:30 PM

A motion for approval of the Summer Business Convention meeting minutes was made by **James Schmidt**. **Lynn Keetch** seconded the motion and the motion carried.

Janna Stubbs reviewed the committee's purpose statement. The committee agreed to keep the purpose statement as is.

Committee agrees to seven priority initiatives: Develop Crisis Management Plans, Measure and Improve our Sustainability, Connect and Communicate Directly with Consumers, Ensure Antibiotic Stewardship, Certify and Verify Production Practices, Protect Beef's Image, and Engage Beef Advocates.

At **2:50pm Daren Williams** presented an update on NCBA ARs: 1800 Tactic #1B, 1810 Tactic #1A and #3D, 1822 Tactic #2C, and 1830 Tactic #1A-C.

At **3:02pm Kaitlyn Carrey and Jennifer Orr** presented an update on NEBPI AR 1821 Tactic #1A and #1B.

At **3:09pm Angela Mayfield** presented an update on AFBFA AR 1820 Tactic(s) #1A-D.

At **3:21pm Susan Backus** presented an update on NAMI ARs: 1801 Tactic(s) #1A-D, and 1832 Tactic #1A.

There was a motion to adjourn meeting by **George Cooksley at 3:32pm**. **ALL** seconded the motion and the motion carried.

Meeting concluded at **3:33pm**.

DRAFT