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# Nutrition & Health Committee DRAFT Meeting Minutes

## 2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Red Rock 2 - 3 Room

Part I – Tuesday, July 30, 2019 • 2:00 PM – 6:00 PM

Part II – Wednesday, July 31, 2019 • 9:15 AM – 12:00 PM

Torri Lienemann: Co-Chairman (C)

Russ Uselton: Co-Chairman (F)

Catherine Huggins, Staff Liaison

<b>Purpose Statement:</b>	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.
<b>Attendees:</b>	Torri Lienemann (Co-Chair), Russ Uselton (Co-Chair), Laurie Munns (Officer), Bryan Blinson, T.K. Kuwahara, Dave Maples, Jean O'Toole, Karin Schaefer, William "Will" Wise, Betts Berry, William Blackmon, Kenneth Blight, Terry Boydston, Britt Dinis, Stephanie Dykshorn, Cory Eich, Shane Flowers, Joe Fuhrman, Brad Hastings, Leon James, Jess Kane, Steven Mafrige, Jana Malot, Stacy McClintock, Scott McGregor, Angie Meyer, Sara Prescott, Ivan Rush, Kathryn Sautter, Jo Stanko, Turk Stovall, Kelley Sullivan, Ruby Uhart, Norman Voyles Jr, Mark Wagner, Becky Walth, Garry Wiley
<b>Staff:</b>	Catherine Huggins, Barry Strand

### Checkoff Committee Meetings – Part I

#### Welcome/Call to Order

Co-Chairs Torri Lienemann and Russ Uselton called the meeting to order at 2:00 PM and kicked off with introductions and requested each member introduce themselves.

Co-Chair Uselton called for a motion to approve the agenda for the Nutrition and Health Committee Meeting for the 2019 Summer Business Meeting in Aurora, CO. Motion was made by Mark Wagner and seconded by Kelley Sullivan. Motion passed.

Co-Chair Lienemann called for a motion to approve minutes from the 2019 Cattle Industry Convention, Nutrition and Health Committee in New Orleans, LA. Motion was made by Stacy McClintock, and seconded by Brad Hastings. Motion passed.

Committee reviewed AR process and tactic scoring process. Process was outlined 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.

#### Presentation of Tactics by Meat Import Council of America (MICA)

Jennifer Orr and Kaitlyn Carey presented 2 Tactics: AR2020-B and AR2020-C. Pennsylvania Beef Council through the Northeast Beef Promotion Initiative (NEBPI) is the organization subcontracting to MICA. Brief question and answer period followed the presentation.

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### **Presentation of Tactics by National Cattlemen's Beef Association (NCBA)**

Shalene McNeill presented 3 Tactics: AR2011-B, AR2011-H, AR2022-A. Brief question and answer period followed the NCBA presentation.

### **Presentation of Tactics by North American Meat Institute (NAMI) and the Foundation for Meat and Poultry Research and Education (FMPRE)**

Susan Backus presented 1 Tactic: AR2010-B. Brief question and answer period followed the NAMI presentation.

### **Wrap Up and Adjournment**

Co-Chair's requested members review the presented Tactics and reminded the committee to formulate questions for tomorrow's meeting as they individually scored the Tactics. All contractors will be brought back for questions during tomorrow's meeting. Before leaving, the members were reminded to hand in their green scorecard to the committee liaison. AR Tactic scores will be calculated by the CBB Accounting team and presented at tomorrow's meeting. The scores will not be adjusted during tomorrow's meeting, but Tactics will be discussed, and comments recorded for each of the contractors.

Co-Chair's called for a motion to adjourn and to meet again tomorrow at 9:15 AM. Motion was made by Brad Hastings and seconded by Turk Stovall. Motion passed.

Adjourned at 6:00 PM.



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## Checkoff Committee Meetings – Part II

### Welcome/Call to Order

Co-Chair's called 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.

- The Co-Chairs invited MICA/NEBPI to answer questions on their ARs from the committee members. Jennifer Orr and Kaitlyn Carey answered questions and expanded on the presented AR Tactics.
- The Co-Chairs invited NCBA to answer questions on their ARs from the committee members. Shalene McNeill answered questions and expanded on the presented AR Tactics.
- The Co-Chairs invited FMPRE to answer questions on their ARs from the committee members. Susan Backus answered questions and expanded on the presented AR Tactic.

Committee comments were generated for each Contractor and all Tactics. Input was positive and included dissemination of information to all interested parties, influencers, State Beef Councils, and Producers.

### Wrap-Up and Next Steps

Announcement of an electronic survey for the Nutrition and Health Committee meeting will be arriving through email and the need for member's feedback regarding the AR Tactic scoring process and the meeting.

Next meeting will be at the 2020 Cattle Industry Convention, San Antonio, Texas.

Co-Chairs called for a motion to adjourn. Motion was made by Scott McGregor and seconded by Britt Dinis.

Adjourned at 11:20 AM.