

Safety Committee DRAFT Meeting Minutes

2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Red Rock 4 - 5 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



Funded by the Beef Checkoff.

Bob Mitchell: Co-Chairman (CBB)
Scott Niess: Co- Chairman (Federation)
Betty Ann Redson: Staff Liaison

Purpose Statement: Support the Long Range Plan (LRP) by identifying and prioritizing initiatives to provide safe and wholesome beef and beef products to maintain and grow consumer confidence and trust.	
Members (34):	Bob Mitchell, Scott Niess, William Baldwin, Kent Bamford, Andy Berry, Lee Bradshaw, David Bruene, Patti Brumbach, Laurie Bryant, Stephanie Butcher, Lloyd DeRuyter, Weston Dvorak, Suzanne Geppert, David Hamilton, Jim Handley, Chaley Harney, Timmerly Hellyer, David Hutsell, Larry Jefcoat, Lynn Keetch, Joel Keith, Brian Malaer, Dale Oeschger, Jack Parent, Glenn Payne, Dina Reitzel, Allan Robison, Mark Russell, Wallace Schulthess, Bill Slovek, Mike Smith, Douglas Temme, Gregg Wiedel, Penny Zimmerman
Staff (2):	Betty Anne Redson, Becca Seymour
Officer support:	Chuck Coffey, Officer Liaison

Checkoff Committee Meetings – Part I

Welcome/Call to Order

Co-Chair Scott Niess called the meeting to order at 2:07 PM, welcomed the committee members, and requested introductions from both members and guests.

Approval of Agenda/Minutes

It was moved and seconded to approve the agenda. The motion carried.

It was moved and seconded to approve the meeting minutes of the 2019 Convention. The motion carried.

AR Review Process

In preparation for scoring the Authorization Request (AR) tactics presented to the Safety Committee, Co-Chairs Scott Niess and Bob Mitchell led the committee through a review of the committee ground rules. The committee reviewed the Safety Committee Purpose Statement, the goals of the meeting, and the LRP strategic initiatives that align with the work of the Safety Committee. This was followed by a discussion of the tactic scoring process.

Contractors Present AR Tactics

For fiscal year 2020, five (5) ARs have eight (8) tactics, which directly address a Long Range Plan strategic initiative important to the Safety Committee. Co-Chair Scott Niess explained that the tactics would be presented to the committee by the contractors for the individual members to score. One

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score sheet should be turned in to the committee liaison after the meeting. Committee members retain the second score sheet, which includes their comments, as well as their score.

The AR tactics presented were:

- 2010- A: Foundation for Meat and Poultry Research and Education (NAMI)
Post-harvest Beef Safety Research, Knowledge Dissemination and Stakeholder Engagement, Susan Backus
- 2011-A: National Cattlemen’s Beef Association (NCBA)
Safety Research and Scientific Affairs, Mandy Carr Johnson
- 2033-C: National Cattlemen’s Beef Association (NCBA)
Beef Quality Assurance (BQA), Josh White
- 2011-H: National Cattlemen’s Beef Association (NCBA)
Key Topic Market Research, Shawn Darcy
- 2002-B: National Cattlemen’s Beef Association (NCBA)
Social Media and Digital Advertising, Mandy Carr Johnson
- 2031-A National Livestock Producers Association (NLPA)
Antibiotic Symposium, Nevil Speer
- 2031-B National Livestock Producers Association (NLPA)
Beef Producer Engagement, Katie Ambrose
- 2031-C National Livestock Producers Association (NLPA)
Antimicrobial Resistance Communication Collaborations, Partnerships and Distribution to Amplify Supporting Messaging for Producer Education, Katie Ambrose, Nevil Speer

At the conclusion of the presentations, the committee requested all contractors to be available to answer questions during the final scoring of the AR tactics on Wednesday morning.

The committee meeting recessed at 5:05 PM to be reconvened at 9:15 AM, Wednesday morning.



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Checkoff Committee Meetings – Part II

The committee reconvened at 9:15 AM, Wednesday, July 31.

Engage Contractors for Additional Information

Committee members had Q & A discussions with representatives of the contractors who submitted AR tactics to the Safety Committee.

The Co-Chairs explained the tactic scores had been averaged and it was the responsibility of the committee to agree on comments to help contractors make improvements in their tactics and provide guidance to the BPOC.

The committee aligned on comments, which were captured for submission to CBB.

Review of Purpose Statement

The committee discussed making slight revisions to the Safety Committee Purpose Statement. A motion was made to table the Purpose Statement edits until the Safety Meeting at 2020 Winter Convention. The motion was seconded, and the motion carried.

Wrap up and next steps were discussed

Adjournment

The committee adjourned at 11:45 AM.