Nutrition and Health Committee Meeting Agenda

2020 Cattle Industry Convention and NCBA Trade Show

San Antonio, TX
Henry B. Gonzalez Convention Center • 217B
Thursday • Feb 6 • 1:30 - 4:30 PM

Funded by the Beef Checkoff.

Additional Meetings to Attend

Checkoff Highlight Session	***CBB Board Meeting***	***NCBA Board of Directors***
Wednesday, February 5	Friday, February 7	Friday, February 7
1:00 – 3:00 PM	9:00 – 11:00 AM	1:00 – 4:00 PM
Convention Center	Convention Center	Convention Center
Stars at Night Ballroom – B4	Room 221 B/C	Stars at Night Ballroom – B1 - B3

Torri Lienemann, Co-Chairman (CBB)
Russ Uselton, Co-Chairman (Federation)
Catherine Huggins, Staff Liaison

Nutrition and Health 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.

1. **Welcome/Call to Order**
   - **Introductions**
2. **Approve Agenda and Summer Business Meeting Minutes**
3. **Committee Agenda Overview**
   - **Review purpose statement and committee ground rules**
   - **Today's goals: adopt Strategic Initiatives and learn about checkoff programs**
4. **Review Beef Checkoff Planning Process**
5. **Adopt FY2021 Strategic Initiatives**
6. **Break**
7. **Contractor Updates on FY2020 Programs and Q&A**
8. **Wrap Up, Next Steps, Adjourn**