

DRAFT Minutes
Joint Evaluation Advisory Committee Meeting
Wednesday, April 29, 2020
Teleconference/Webinar

Members Present

Jackie Means, Chair
Katie Brenny
Randal Debler
Barb Downey
Turk Stovall
Becky Walth

Ryan Moorhouse, Vice Chair
Rich Brown
Cheryl DeVuyst
Joe Horstman
Jeff Rudolph

Member Absent

Jeff Isenmann

Committee staff and Guests

Sara Arp
Courtney Kalous

Greg Hanes
Glynn Tonsor

Call to order

Jackie Means called the meeting to order at 12:31 p.m. and introduced CBB CEO Greg Hanes to share an update with the committee. She then asked Courtney Kalous to call roll.

Approval of Agenda

Jackie asked if anyone had any additions or corrections to the agenda. Becky Walth moved to approve the agenda as presented. Turk Stovall seconded. Motion passed.

Review Meeting Minutes

Ryan Moorhouse reminded the committee the minutes from the last meeting on February 5, 2020 were approved via email on March 7, 2020 and asked members if anyone had any questions. There were no comments or discussion

US Beef Demand Drivers & Plant-based Protein Impact Study Update

Jackie introduced Dr. Glynn Tonsor, professor at Kansas State University to share an update on the study. Dr. Tonsor shared a brief background of the study and recapped the steps completed thus far. He stated that due to the current COVID-19 pandemic data collection was put on hold for March and April. Dr. Tonsor asked the committee for direction on their preference on next steps and explained the various options available to the committee. There were various questions and discussion.

An Orientation to Checkoff Evaluation and the Evaluation Committee

Ryan and Jackie, along with Courtney, presented information on how the committee is structured, its purpose and role. They also shared the tools used by the program to evaluate checkoff-funded programs/ARs and the guidance the committee received from the Operating Committee in the form of a list of needs. There was various discussion.

Other Business

Ryan called for any other business to come before the committee.

Jackie asked if the committee would like to continue the discussion on the US Beef Demand Driver & Plant-based Protein Impact study options shared by Dr. Tonsor. There was various discussion. Katie Brenny moved to put the study data collection on hold until the next meeting scheduled for July 28, 2020 at the Summer Business Meeting and the committee will review the situation at that time to decide on next steps for the study. Turk Stovall seconded. Motion passed.

Ryan shared an update on the timing of the release of the Evaluation Committee budget for FY2021. The budget will be shared with the committee once it is available in mid-May. There was no further business to come before the committee.

Adjourn

Jackie asked for a motion to adjourn the meeting. Turk Stovall moved to adjourn. Joe Horstman seconded. The meeting adjourned at 1:26 p.m.