



# Nutrition and Health Committee DRAFT Meeting Minutes

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

Torri Lienemann, Co-Chairman (CBB)  
 Russ Uselton, Co-Chairman (Federation)  
 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 (Chair), Russ Uselton (Chair), Laurie Munns, Nancy Jo Bateman, Bryan Blinson, T.K .Kuwahara, Jean O'Toole, Karin Schaefer, Ann Wittmann, William Baldwin, Kenneth Blight, Stephanie Dykshorn, Cory Eich, Leon James, Byron Lehman, Jana Malot, Angie Meyer, Kathryn Sautter, Wallace Schulthess, Jo Stanko, Turk Stovall, Norman Voyles Jr, Shane Wiseman, Britt Dinis, Val Gaffney, Brad Hastings, Jess Kane, Kiley Martinell, Stacy McClintock, Scott McGregor, Ivan Rush, Mark Voll, Becky Walth, Philip Weltmer, Garry Wiley, Mark Wintch
<b>NCBA Staff:</b>	Catherine Huggins, Barry Strand

## Welcome/Call to Order

Co-chairs Torri Lienemann and Russ Uselton called the meeting to order at 1:30 PM. Co-chairs kicked off the meeting 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 2020 Cattle Industry Convention. Motion was so moved by Kathryn Sautter and seconded by Mark Winch. Motion passed.

Co-chair Uselton called for a motion to approve minutes from the 2019 Summer Business Meeting in Denver, CO. Motion was so moved by Shane Wiseman and seconded by Becky Walth. Motion passed.

Committee Purpose Statement, ground rules, and committee documents were reviewed by the co-chairs.

Co-chairs reviewed the process to set the 2021 Strategic Initiatives, based on the Long-Range Plan and the Nutrition and Health Committee's Purpose Statement. Committee members discussed their top choices for Strategic Initiatives, with choices narrowed down by consensus by the full committee.

Results were announced to the committee as follows:

## FY21 Strategic Priorities for Nutrition and Health

- Ensure Beef's Inclusion in Dietary Recommendations
- Defend Beef's Product Identity
- Research and Communicate Beef's Nutritional Benefits



Funded by the Beef Checkoff.

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Co-chair Uselton announced the Nutrition and Health Checkoff Contractors for each organization and allowed each time to present current and completed work per the funded FY20 ARs.

- The Northeast Beef Promotion Initiative AR 2020-CI Tactics B and C: presented by Jennifer Orr.
- National Cattlemen's Beef Association AR 2011-R Tactics B and H. AR 2022-CI Tactic A: presented by Shalene McNeill.
- Foundation for Meat and Poultry Research and Education AR 2010- R Tactic B: presented by Susan Backus.

After brief presentations, the contractors were available for a Question and Answer Session.

## **Wrap Up and Adjournment**

Co-chair Lienemann concluded the meeting with a call of action for the members; to take the lead in their communities educating cattle industry members on the good work their Checkoff dollar is doing to promote beef and educate consumers.

Co-chair Uselton called for a motion to adjourn. Motion was so moved by Garry Wiley and seconded by Kenneth Blight.

Adjournment at 3:51 PM.