



Funded by the Beef Checkoff.

Safety Committee Meeting DRAFT Minutes

2020 Cattle Industry Convention and NCBA Trade Show

San Antonio, TX

Henry B. Gonzalez Convention Center • Room 214D

Thursday • Feb 6 • 1:30 - 4:30 PM

Bob Mitchell, Co-Chairman (C)

Chris Jeffcoat, Co-Chairman (F)

Purpose Statement: Support the Long Range Plan by identifying and prioritizing initiatives to provide safe and wholesome beef and beef products to maintain and grow consumer confidence and trust.

Members	Chris Jeffcoat (co-chair), Bob Mitchell (co-chair) Kent Bamford, William Blackmon, Lee Bradshaw, David Bruene, Patti Brumbach, Laurie Bryant, Brent Buckley, Stephanie Butcher, Tim Cooley, Lloyd DeRuyter, Weston Dvorak, Bryan Forester, Suzanne Geppert, Andrew Gilmer, David Hamilton, Jim Handley, Chaley Harney, Timmery Hellyer, Larry Jefcoat, Lynn Keetch, Joel Keith, Brian Malaer, Pat McDowell, Scott Niess, Dale Oeschger, Dina Reitzel, Mark Russell, Mike Smith, Douglas Temme, Byron Yeoman
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	CBB Officer – Chuck Coffey
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Staff	NCBA – Paige Smith, Betty Anne Redson, CBB – Chad Smith
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Welcome, Call to Order, and Introductions

Co-chair Bob Mitchell called the meeting to order at 1:33 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 minutes of the meeting from the Summer Business Meeting, 2019. The motion carried.

Committee Agenda Overview

Co-chairs Chris Jeffcoat and Bob Mitchell reviewed the Safety Purpose Statement, committee ground rules, and other committee material with committee members. The goals of this meeting -- to adopt 2021 strategic initiatives, discuss the checkoff planning process, and be updated on current 2020 safety programs -- were outlined.

Review Beef Checkoff Planning Process

Co-chairs Chris Jeffcoat and Bob Mitchell explained the elements of the planning process and the responsibilities of the committee members. This included a review of the Purpose Statement, the Long Range Plan (LRP) core strategies, and the current allocation of the LRP Strategic Initiatives across committees. Committee material included a summary of how checkoff funding was allocated among contractors' tactics and a quarterly evaluation by tactic.

Adopt FY2021 Strategic Initiatives

Co-chairs Bob Mitchell and Chris Jeffcoat led the committee through a review of the strategic initiatives outlined in the Long Range Plan 2016-2020 and explained the process that will determine the Safety Committee's 2021 strategic Initiatives. The committee discussed the draft initiatives developed at the committee co-chair summit in December. The committee was reminded that focus should be on those initiatives most aligned to the committee purpose.



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The committee agreed by consensus the following initiatives were within the purview of the Safety Committee.

- Adopt Animal I.D. Traceability Systems
- Research and Innovate New Production Technologies
- Ensure Antibiotic Stewardship
- Certify and Verify Production Practices
- Ensure Beef Safety

Contractor Updates on FY2020 Programs and Q&A

- Dr. Susan Backus presented a status report on the Foundation for Meat and Poultry Research and Education's three tactics.
- Katie Ambrose presented a status report on the National Livestock Producers Association three FY2020 tactics related to the Antimicrobial Resistance Symposium.
- Dr. Mandy Carr shared a brief history of the beef safety research funded by the checkoff over the years and a recap of the Beef Quality Assurance Promotion Campaign

Next Steps

Co-Chair Chris Jeffcoat explained that the results of the committee meeting would be shared with Beef Board members at their Board meeting and with the Federation board members at the NCBA Board of Directors meeting. The Safety Committee strategic initiatives will be shared with contractors to begin planning ARs to be presented to the committee at the Summer Business Meeting. He urged committee members to complete the digital meeting evaluation that will be sent to their email addresses.

Adjournment

The meeting was adjourned at 3:39 pm.