



Funded by the Beef Checkoff.

Nutrition & Health Committee DRAFT Meeting Minutes

2020 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Room: Cottonwood 6-7

Part I – Tuesday, July 28, 2020 • 2:00 PM – 6:00 PM

Part II – Wednesday, July 29, 2020 • 9:15 AM – 12:00 PM

Torri Lienemann: Co-Chairman (C)

Russ Uselton: Co-Chairman (F)

Catherine Huggins, Staff Liaison

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.
Virtual Attendees	Anderson, Anne Ilse; Baldwin, Bill; Bateman, Nancy Jo; Bentley, Danny; Blight, Ken; Dykshorn, Stephanie; Eich, Cory; Hastings, Brad; Isenmann, Jeff; James, Leon; Jauch, Cathy; Kane, Jess Morgan; Kuwahara, T.K.; Lehman, Byron; Maples, Dave; Martinell, Kiley; Meyer, Angie; Novota, Tom; O'Toole, Jean; Peeler, Jason; Rogers, Jody; Rush, Ivan; Schmidt, Kelly; Sautter, Kathy; Schulthess, Wally; Stovall, Turk; Voyles Jr, Norman; Wise, Shane; William "Will" Wiseman; Wittmann, Ann; Wright, Claudia Scott
In-Person Attendees	<u>Lienemann, Torri, CBB Co-Chair; Uselton, Russ, Federation Co-Chair;</u> Boydston, Terry; Dinis, Britt; Gaffney, Val; McClintock, Stacy ; McGregor, Scott; Voll, Mark J; Walth, Becky; Weltmer, Philip; Wiley, Garry; Wintch, Mark
Staff:	Catherine Huggins, Sara Reece, Brooke Patton

Checkoff Committee Meetings – Part I

Welcome/Call to Order

Co-Chairs Torri Lienemann and Russ Uselton called the meeting to order at 2:00 PM. Due to technical difficulties on the virtual meeting site and the in-person audio, the meeting was delayed for 45 minutes as the tech crew fixed the problems.

Co-Chair Lienemann started off with a brief discussion on the AR and tactic scoring process. The process was outlined and noted that each tactic will be scored based on how well it supports committee prioritized LRP initiatives. Co-Chairs reviewed that all members would vote by a computer survey platform and those who are in-person have a blue sheet and green sheet scorecard. Each voting member will turn in the green sheet to be tabulated at the end of today's meeting and keep the blue sheet for tomorrow's discussion. Virtual participants will score through the online survey platform.

Presentation of Tactic by North American Meat Institute (NAMI) and the Foundation for Meat and Poultry Research and Education (FMPRE)

Susan Backus presented 1 Tactic: AR2110-B. Brief question and answer period followed the NAMI presentation.



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Presentation of Tactics by National Cattlemen's Beef Association (NCBA)

Shalene McNeill presented 3 Tactics: AR2102-B, AR2111-B, AR2111-G, AR2122-A. Brief question and answer period followed the NCBA presentation.

Presentation of Tactic by Meat Import Council of America (MICA)

Jennifer Orr presented 1 Tactic: AR2120-C. Pennsylvania Beef Council through the Northeast Beef Promotion Initiative (NEBPI) is the organization subcontracting to MICA. Brief question and answer period followed the presentation.

Following completion of Contractor presentations, Co-Chair Uselton called for a motion to approve the agenda for the Nutrition and Health Committee Meeting for the 2020 Summer Business Meeting in Aurora, CO. Motion was made by Becky Walth and seconded by Stacy McClintock. Motion passed. Co-Chair Uselton called for a motion to approve minutes from the 2020 Cattle Industry Convention, Nutrition and Health Committee in San Antonio, TX. Motion was made by Scott McGregor and seconded by Philip Weltmer. Motion passed.

Wrap Up and Adjournment

Co-Chair's requested members review the presented Tactics and reminded the committee to formulate questions for tomorrow's meeting as they individually scored the Tactics. All contractors will be brought back for questions during tomorrow's meeting. Before adjourning, the members were reminded to hand in their green scorecard to the committee liaison and for virtual members to vote through the committee's online platform. AR Tactic scores will be calculated and presented at tomorrow's meeting. The scores will not be adjusted during tomorrow's meeting, but Tactics will be discussed, and comments recorded for each of the contractors.

Co-Chair's called for a motion to adjourn and to meet again tomorrow at 9:15 AM. Motion was made by Britt Dinis and seconded by Val Gaffney. Motion passed.

Adjourned at 5:40 PM.



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Checkoff Committee Meetings – Part II

Welcome/Call to Order

Co-Chair's called meeting to order at 9:15 AM.

Co-Chairs gave a brief overview of today's goal, to gather committee's comments to be provided to the Operating Committee with scores from Day 1.

Co-Chair Lienemann kicked off with introductions and requested each member to introduce themselves. This was missed the first day of the meeting due to the tech issues the committee was experiencing.

AR scores were presented by CBB for each presented AR Tactic.

- The Co-Chairs invited FMPRE to answer questions on their ARs from the committee members. Susan Backus answered questions and expanded on the presented AR Tactic.
- The Co-Chairs invited NCBA to answer questions on their ARs from the committee members. Shalene McNeill answered questions and expanded on the presented AR Tactics.
- The Co-Chairs invited MICA/NEBPI to answer questions on their ARs from the committee members. Jennifer Orr answered questions and expanded on the presented AR Tactics.

Committee comments were generated for each Contractor and all Tactics. Input was positive and forwarded to the Operating Committee.

Wrap-Up and Next Steps

Next meeting will be at the 2021 Cattle Industry Convention, Nashville, Tennessee.

Co-Chairs called for a motion to adjourn. Motion was made by Garry Wiley and seconded by Philip Weltmer.

Adjourned at 11:00 AM.