



Funded by the Beef Checkoff.

Safety & Product Innovation DRAFT Meeting Minutes

2021 Virtual Winter Business Meeting

Thursday • Feb 4, 2021 • 11:30-1:30 PM MT

Torri Lienemann, Co-Chairman (C)
Chris Jeffcoat, Co-Chairman (F)
Amy Johnson, Staff Liaison

| | |
|---------------------------|--|
| Purpose Statement: | Enhance beef safety through adoption of science-based practices, and inspire the beef community to innovate products, packaging, and industry solutions. |
| Attendees: | Jean Lam, D.J. Edwards, David Hutsell, Torri Lienemann, David Bruene, Dave Hamilton, Chris Jeffcoat, Clay Burtrum, Chaley Harney, Kent Bamford, Jim Ramm, Celeste Blackburn, Kelly Schmidt, Larry Jones, Michele Cutler, Nikki Weston, Jason Bagley, Timmery Hellyer, Scott McGregor, Kahl Sesker, Michaela Clowser, Steve Walker, Susan Backus, Joel Keith, Jerry Christie, T.K. Kuwahara, Dina Reitzel, Jordan Cook, Dan Gattis, Anne Ilse Anderson, and Laurie Bryant |
| Staff: | Amy Johnson, Kirby Brincefield |

Welcome/Call to Order

Co-Chair Torri Lienemann called the meeting to order at 12:33 PM.

Committee Agenda Review

Co-Chair Chris Jeffcoat reviewed agenda.

Review Long Range Plan, Committee Purpose, and Initiatives

Co-Chair Lienemann reviewed the Long Range Plan and examples of programs that may fall under the committee.

Co-Chair Jeffcoat reviewed the five initiatives that fall under the committee's purview and there was positive, robust discussion on the initiatives.

Co-Chair Lienemann wrapped up the meeting and informed the committee what the next steps are between this meeting and August 2021.

The meeting adjourned at 1:04 PM.