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# Nutrition & Health Committee Meeting Minutes

2021 Cattle Industry Convention and NCBA Trade Show

Nashville, TN

Gaylord Opryland Resort & Convention Center • **Governor's Ballroom D**

Wednesday, August 11, 2021 • 9:45 AM – 4:00 PM

Angie Meyer: Co-Chairman (C)  
Russ Uselton: Co-Chairman (F)  
Catherine Huggins: Staff Liaison

**DRAFT**

<b>Purpose Statement:</b>	Advance credible research demonstrating the nutritional and health benefits of beef, and effectively communicate results with consumers, opinion leaders, and stakeholders.
<b>Attendees:</b>	Angie Meyer (Co-Chair), Russ Uselton (Co-Chair), Danny Bentley, Ken Blight, Terry Boydston, Lee Bradshaw, Brent Buckley, Chuck Coffey, Will Derting, Britt Dinis, Stephanie Dykshorn, Cory Eich, Lynn George, Rex Hoppes, Leon James, Cathy Jauch, Eric Johnson, Amy Langvardt, Joe Kenneth Lowe, Molly McAdams, Stacy McClintock, Sallie Miller, Gloria Payne, Ivan Rush, Kathy Sautter, Wally Schulthess, Turk Stovall, Douglas Temme, Becky Walth, Stephanie Weiss, Philip Weltmer, Claudia Scott Wright
<b>NCBA Staff:</b>	Catherine Huggins, Deb Warren

Co-chairs Angie Meyer and Russ Uselton called the Nutrition and Health Committee meeting to order at 9:52 AM. Co-chairs kicked off the meeting with introductions and requested each member to introduce themselves.

Co-chair Meyer called for a motion to approve the agenda for the Nutrition and Health Committee Meeting for the 2021 Convention in Nashville, TN. Motion was so moved by Becky Walth and seconded by Britt Dinis. Motion passed.

Co-chair Meyer called for a motion to approve minutes from the 2021 Virtual Winter Meeting of the Nutrition and Health Committee. Motion was so moved by Douglas Temme and seconded by Chuck Coffey. Motion passed.

Co-chair Uselton reviewed the 2021-2025 Beef Industry Long Range Plan and the Industry Objectives. Co-Chair Meyer reviewed the AR and tactic scoring process for today's meeting. The process was outlined and noted that each tactic will be scored based on how well it supports committee prioritized LRP initiatives. Both Co-Chairs reviewed that each member scores the tactic and submits comments by table. The meeting would have 6 tables submitting scores and comments to Tom Novota of the Cattlemen Beef Board for tabulation and to compile the AR comments. After completion, the committee will review all comments for submission to the Beef Promotion Operating Committee (BPOC).

### **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: AR2210-B. Brief question and answer period followed the NAMI presentation. Table discussion with scoring and comments submitted for tabulation completed.



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## **Presentation of Tactics by Meat Import Council of America (MICA) and the Northeast Beef Promotion Initiative (NEBPI)**

Kaitlyn Swope and Beth Stark presented 2 Tactics: AR2220-A&B. Pennsylvania Beef Council through the Northeast Beef Promotion Initiative (NEBPI) is the organization subcontracting to MICA. Brief question and answer period followed the presentation. Table discussion with scoring and comments submitted for tabulation completed.

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

Shalene McNeill presented 2 Tactics: AR2211-B, AR2222-B. Brief question and answer period followed the NCBA presentation. Table discussion with scoring and comments submitted for tabulation completed.

## **Wrap Up and Adjournment**

Following a short break, the Co-Chair's reviewed each tactic's score and all table comments with the committee. The decision was made to forward all comments submitted by all tables to the BPOC for committee's input for each of the contractors.

Co-Chair's called for a motion to adjourn. Motion was made by Chuck Coffey and seconded by Douglas Temme. Motion passed.

Adjourned at 3:06 PM.