



Nutrition & Health Committee DRAFT Meeting Minutes

2022 Cattle Industry Summer Business Meeting • Reno, NV

Nugget Casino Resort • Sierra 3

Wednesday, July 27, 2022 • 8 AM – 2 PM

Funded by the Beef Checkoff.

Angie Meyer, Co-Chairman (C)
Philip Weltmer, Co-Chairman (F)

Purpose Statement:	Advance credible research demonstrating the nutritional and health benefits of beef, and effectively communicate results with consumers, opinion leaders and stakeholders.
Attendees:	Philip Weltmer (Co-Chair), Danny Bentley, Cory Eich, Jason Frost, Lynn George, Jim Handley, Brad Hastings, Mike Holden, Leon James, Cathy Jauch, Sine Kerr, Sharon Kickertz-Gerbig, Sue Link, Rosie Lisowe, Molly McAdams, Stacy McClintock, Janine Moore, Ryan Moorhouse, Ivan Rush, Kathy Sautter, Turk Stovall, Douglas Temme, Russ Uselton, Becky Walth, Tammy Wiedenbeck, Claudia Scott Wright
Liaisons:	Brad Hastings, Officer Liaison; Catherine Huggins (NCBA) and Davis Gidney (CBB), Staff Liaisons

Co-chair Philip Weltmer called the Nutrition and Health Committee meeting to order at 8:00 AM. Chris Jeffcoat, Vice Chair of the Checkoff Evaluation Committee shared the Evaluation Committee Report reviewing Northeast Consumer/Supply Chain Engagement – MICA/NEBPI.

Weltmer introduced Leon James (MO), CBB Nutrition and Health Committee member assisting with the meeting in Angie Meyer’s absence. The meeting proceeded with member introductions.

Co-chair Weltmer called for a motion to approve agenda. Stacy McClintock moved for approval of the agenda, seconded by Becky Walth, motion passed. Co-chair Weltmer called for a motion to approve the minutes from the Nutrition and Health’s 2022 Cattle Industry Convention meeting in Houston. Douglas Temme moved for approval of the minutes, seconded by Claudia Wright, motion passed.

Co-chair Weltmer reviewed the 2021-2025 Beef Industry Long Range Plan and the industry objectives. Weltmer reviewed the AR and tactic scoring process for the meeting. The process was outlined and noted that each tactic will be scored based on how well it supports the LRP and beef demand drivers. Weltmer reviewed that all members score and submit comments by table. The meeting would have 6 tables submitting scores and comments to Davis Gidney 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 BPOC.

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

Beth Stark, RDN, LDN, presented 2 Tactics: AR2320-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 were submitted for tabulation.

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

Shalene McNeill presented 2 Tactics: AR2311-B, AR2322-B. Brief question and answer period followed the NCBA presentation. Table discussion with scoring and comments were submitted for tabulation.



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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: AR2310-B. Brief question and answer period followed the NAMI presentation. Table discussion with scoring and comments were submitted for tabulation.

Wrap Up and Adjournment

Following a short break, the Co-Chair's reviewed each tactic's score and all table comments with the committee. 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 Weltmer called for a motion to adjourn. Motion was made by Sue Link and seconded by Brad Hastings. Motion passed.

Adjourned at 1:42 PM.