



Funded by the Beef Checkoff.

Safety & Product Innovation DRAFT Meeting Minutes 2023 Cattle Industry Convention and NCBA Trade Show Wednesday, February 2, 2023, 2:00-4:00 PM CT

David Bruene: Co-Chairman (C)
Timmerly Hellyer: 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.
---------------------------	--

Welcome/Call to Order:

Co-Chair Timmerly Hellyer called the meeting to order at 2:00 PM, welcoming the committee members and asking any media in attendance to inform the committee if they were recording the meeting.

Committee members introduced themselves by answering the question “You can have anyone fictional as your imaginary friend, who do you choose and why?”

Approved Agenda and Minutes:

Jim Ramm made a motion to approve the day’s agenda and the minutes from the July 27, 2022; Evan Lesser seconded the motion and the committee approved.

Committee Overview:

Review Purpose Statement, Initiatives, and Committee Ground Rules

Co-Chair David Bruene reviewed the Checkoff Program Committee structure and the Beef Industry Long Range Plan initiatives under the committee’s purview and Hellyer reviewed the purpose statement, which should guide the committee’s decisions, the Beef Checkoff Planning Cycle and ground rules for the day’s meeting.

Engage Contractors for Additional Information Specific to Tactics

JJ Jones provided an update on National Institute for Animal Agriculture’s (NIAA) FY ‘23 funded Authorization Request Tactics: 2331 - II Tactic A: 12th Annual NIAA Antibiotics Symposium and 2331 – II; Tactic B: Beef Producer Engagement with the Centers for Disease Control & Prevention and answered committee member questions.

Dr. Mandy Carr provided an update on the National Cattlemen’s Beef Association’s (NCBA) FY ‘23 funded Authorization Request Tactics: Safety Research and Scientific Affairs and Product Quality Research and Technical Expertise and answered committee member questions.

Susan Backus provided an update on the Foundation for Meat & Poultry Research’s (FMPRE) FY ‘23 funded Authorization Request – AR 2014-R; as well as provided handouts for members with further details and answered committee member questions.

Dr. James Drouillard provided an update on United States Cattlemen’s Association’s (USCA) AR2022-12 “A Strategy for Improving Consumer Perceptions of Beef and Beef Production Systems” and answered committee member questions.

The meeting was adjourned at 4:00 PM.