



# Safety & Product Innovation Committee Meeting Minutes-DRAFT

## 2023 Cattle Industry Summer Business Meeting

Manchester Grand Hyatt, Hillcrest (3<sup>rd</sup> Floor), San Diego, CA

Wednesday, July 26, 2023 • 8 AM – 2 PM

Funded by the Beef Checkoff.

**David Bruene, Co-Chairman (C)**  
**Timmery Hellyer, Co-Chairman (F)**  
**Amy Johnson, Staff Liaison**

<b>Purpose Statement:</b>	Enhance beef safety through adoption of science-based practices, and inspire the beef community to innovate products, packaging, and industry solutions.
<b>Attendees:</b>	Bruene, David; Hellyer, Timmery; Harney, Chaley; Kuwahara, T.K.; Pennell, Jessie; Reitzel, Dina C; Schmidt, Kelly; Brandt, Alfred; Breeden, Tyler; Conrad, Jason; Davis-Cook, Jordan; Foster, Howard “Joe”; Geis, Gwen; Henderson, David; Ilse Anderson, Anne; Jeffcoat, Chris; Knirk, Leon; McGregor, Scott; Mershon, Tracey; Pearson, Dustin; Ramm, Jim; Scanga PhD, John; Shields, Pat; Thompson, John; Warren, Brian and Price, Clark
<b>Staff:</b>	Amy Johnson, Sami Ichrist

### Welcome/Call to Order

Co-Chair Timmery Hellyer called the meeting to order at 8:02 AM, welcoming the committee members and introducing herself, her co-chair David Bruene, and staff and volunteer leadership in attendance.

Committee members introduced themselves by answering the question “What’s the weirdest thing in your fridge right now?”

### Approved Agenda and Minutes

Pat Shield made a motion to approve the day’s agenda; John Thompson seconded the motion, and the committee approved the day’s agenda.

Jim Ramm made a motion to approve the minutes from the committee meeting during the 2023 Cattle Industry Convention in New Orleans, Louisiana; Pat Shields seconded the motion and the committee approved.

### Reviewed

Bruene reviewed the committee’s purpose statement and Beef Industry Long Range Plan initiatives that should guide the committee’s decisions.

Hellyer reviewed the committee ground rules and walked through the 2023 Beef Checkoff Planning Cycle, Checkoff Program Committees, and Budget Categories.

Bruene walked through the presentation format for the day, the schedule of presenters, and the contents of the folder each committee member holds, i.e. agenda, minutes, and the Tactic Quick Guide that committee members should use during contractor presentations.

Hellyer described the scoring process that would be used, focusing on the importance of comments to the Beef Promotion Operating Committee.

**Contractors Present FY2023 AR Tactics**

JJ Jones presented NIAA's five tactics in this area: Authorization Request 2431-II (Tactic A: 13th Annual NIAA Antibiotics Symposium; Tactic B: Beef Producer Engagement with the Centers for Disease Control and Prevention (CDC) and Tactic C: Educational Resources & Materials); Authorization Request 2432-II and Authorization Request 2413-R and answered committee member questions on each. Committee members scored the tactics at their table and submitted them for tabulation.

Susan Backus presented FMPRE's proposed work in AR-2410-R: Post-Harvest Beef Safety Research and answered committee member questions. Committee members scored the tactic at their table and submitted them for tabulation.

Mandy Carr presented NCBA's two tactics for AR-2411-R: Safety Research and Scientific Affairs and Product Quality Research and Technical Expertise and answered committee member questions. Committee members scored the tactics at their table and submitted them for tabulation.

Committee members reviewed the committee's average score for each tactic, as well as the comments for submission to the Beef Promotion Operating Committee and the contractors.

The meeting adjourned at 1:22 PM.