



Funded by the Beef Checkoff

NUTRITION & HEALTH COMMITTEE MEETING MINUTES

2024 Cattle Industry Summer Business Meeting

Wednesday, July 10, 2024 | 8:00 A.M. - 2:00 P.M.

Hilton Bayfront, San Diego, California

Sapphire Ballroom I

Doc Walker, Co-Chair-CBB

Philip Weltmer, Co-Chair-Federation

Sammi King, Staff Liaison

Davis Gidney, CBB Staff Liaison

Purpose Statement

Advance credible research demonstrating the nutritional and health benefits of beef, and effectively communicate results with consumers, opinion leaders and stakeholders.

Attendees

Mike Anderson	Jason Frost	Stacy McClintock	Ivan Rush
Kristy Arnold	Mike Holden	Doug McNicholl	Douglas Temme
Jay E Calhoun	Sine Kerr	Kahla Mills	Russ Uselton
Juan "JoJo" Corrales	Amy Langvardt	Janine Moore	Stephanie Weiss
Jerry Christie	Sue Link	Ryan Moorhouse	Tammy Wiedenbeck
Chuck Coffey	Jaslyn Livingston	Emily Peterson	J.W. Wood
Will Derting	Molly McAdams	George Quackenbush	Claudia Scott Wright

1. Welcome/Call to Order

Philip Weltmer, co-chair, called the meeting to order at 8:00 a.m.

2. Introductions

Doc Walker, co-chair, welcomed the committee members and introduced himself, staff, and volunteer leadership in attendance.

Committee members introduced themselves by answering the question "what is your favorite part about being in this industry?"

3. Approval

Kristy Arnold made a motion to approve the day's agenda; Tammy Wiedenbeck seconded the motion, and the committee approved the day's agenda.

Russ Uselton made a motion to approve the minutes from the committee meeting during the 2024 Cattle Industry Convention in Orlando, Florida; Sue Link seconded the motion and the committee approved.



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4. Review Purpose Statement, Initiatives, and Committee Ground Rules

Philip Weltmer reviewed the committee's purpose statement and Beef Industry Long Range Plan initiatives to guide the committee's decisions. Doc Walker reviewed the committee ground rules and walked through the 2024 Beef Checkoff Planning Cycle, Checkoff Program Committees, and Budget Categories. Philip Weltmer walked through the presentation format for the day, the schedule of presenters, and the contents of the folder each committee member has containing documents, such as the Tactic Quick Guide committee members should use during contractor presentations.

5. Authorization Requests (AR):

Philip Weltmer described the scoring process that would be used, focusing on the importance of comments to the Beef Promotion Operating Committee (BPOC).

6. Contractor Presentations and Tactic Scoring

Beth Stark RDN, LDN, and Kaitlyn Swope presented MICA/NEBPI's tactics for Authorization Request 2420 (Tactic A: Engaging Influential Nutrition and Healthcare Professionals, Stakeholders, and Thought Leaders to Impact Consumer Trust; and Tactic C: Aligning with Athletics to Capitalize on the Multiple Advantages of Beef.)

Committee members scored the tactics at their table and submitted them for tabulation.

Shalene McNeil PhD, RD, presented NCBA's tactics for Authorization Request 2522-B: Nutrition, Health and Medical Experts; and Authorization Request 2511-B: Nutrition Research and Scientific Affairs and answered committee member questions.

Committee members scored the tactics at their table and submitted them for tabulation.

7. Wrap-up

Committee members reviewed the committee's average score for each tactic, as well as the comments for submission to the BPOC and the Contractors.

8. Next Steps

- Share results with Contractors and BPOC.
- Wrap-up webinar following September BPOC meeting to review funding decisions.

9. Adjournment

Kahla Mills made a motion to adjourn the meeting; J.W. Wood seconded the motion. The meeting adjourned at 2:00 p.m.