



Funded by the Beef Checkoff

## SAFETY & PRODUCT INNOVATION 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 400

**David Bruene, Co-Chair-CBB**  
**Timmery Hellyer, Co-Chair-Federation**  
**Amy Johnson, Staff Liaison**

#### Attendance:

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Bruene, David	Crosley, Michael	Dowton, Trish
Geis, Gwen	Schmidt, Jason	Warren, Brian
Hellyer, Timmery	Breeden, Tyler	Conrad, Jason
Crozier, Dan	Davis-Cook, Jordan	Gattis, Dan
George, Duff L	Knirk, Leon D	Mershon, Tracey
Scanga, John	Shields, Pat	Slaten, Terry
Harney, Chaley	Kuwahara, T K	Lewis, Milo
Reitzel, Dina C	Schmidt, Kelly	Johnson, Amy
Dugan, Nancy		

#### Purpose Statement

Enhance beef safety through adoption of science-based practices and inspire the beef community to innovate (develop) products, packaging, and industry solutions.

#### 1. Welcome, Call to Order

Co-Chair David Bruene called the meeting to order at 8:07 a.m., welcoming the committee members.

#### 2. Introductions

Bruene and the committee members introduced themselves, providing their name, whether they represented the Cattlemen's Beef Board or the Federation of State Beef Councils, their state and the answer to "Where will we most likely find you if you're not on the farm/ranch?" Introduction concluded with co-chair Timmery Hellyer's introduction.

#### 3. Approval

Tracey Mershon made a motion to approve the day's agenda. John Scanga seconded the motion, and the committee approved.

Pat Shields made a motion to approve the minutes from the committee's meeting at the 2024 Cattle Industry Convention. Mike Crosley seconded the motion, and the committee approved.



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

Bruene and Hellyer reviewed the committee's purpose statement and Beef Industry Long Range Plan initiatives to guide the committee's decisions. Bruene and Hellyer reviewed the committee ground rules and walked through the 2024 Beef Checkoff Planning Cycle, Checkoff Program Committees, and Budget Categories. Bruene and Hellyer 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)

Bruene and Hellyer reviewed the AR presentation process and tactic scoring with the committee.

### 6. Contractor Presentations & Tactic Scoring

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

Dr. Mandy Carr presented NCBA's two tactics for 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.

JJ Jones presented NIAA's two tactics in this area: 14th Annual NIAA Antibiotics Symposium and Beef Producer Engagement with Public Health Leaders and answered committee member questions on each. 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 Beef Promotion Operating Committee (BPOC) and the contractors.

### 8. Next Steps

Duff George made a motion to adjourn the meeting; Gwen Geis seconded the motion, and the meeting adjourned at 12:47 p.m.