



Funded by the Beef Checkoff

# SAFETY & PRODUCT INNOVATION COMMITTEE MEETING MINUTES

## CattleCon 2025

Wednesday, February 5, 2025 | 2:30 PM-5:30 PM CT  
Henry B. González Convention Center, Room 210, San Antonio, Texas

**Jason Schmidt, Co-Chair-CBB**  
**Timmery Hellyer, Co-Chair-Federation**  
**Amy Johnson, Staff Liaison**

### Purpose Statement

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

### Attendees

#### Members

Timmery Hellyer	Anne Anderson	Randall Debler	Scott McGregor
Jason Schmidt	Celeste Blackburn	Howard "Joe" Foster	Tracey Mershon
Chaley Harney	Alfred Brandt	Gwen Geis	Jim Ramm
Milo Lewis	Tyler Breeden	Duff George	John Scanga
Carollann Romo	David Bruene	Rick Hartman	Pat Shields
Kelly Schmidt	Michael Crosley	David Henderson	Terry Slaten
Kevin Shaffer	Jordan Davis-Cook	Leon Knirk	John Thompson
			Brian Warren

#### Staff & Officers

Amy Johnson	Nancy Dugan	Dan Gattis
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### 1. **Welcome, Call to Order**

Co-chair Timmery Hellyer called the meeting to order at 2:33pm.

### 2. **Introductions**

Co-chairs Timmery Hellyer and Jason Schmidt welcomed the committee members and introduced themselves. Committee members and guests introduced themselves.

### 3. **Approval of Agenda and Minutes**

Terry Slaten made a motion to approve the day's agenda and the minutes from the 2024 Summer Business Meeting in San Diego, California; Gwen Geis seconded the motion, and the committee approved both.

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

Co-chairs Timmery Hellyer and Jason Schmidt reviewed the committee's purpose statement and Beef Industry Long Range Plan initiatives to guide the committee's decisions, Beef Checkoff Planning Cycle, Checkoff Program Committees as well as the committee ground rules. Co-chairs also discussed Checkoff



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Evaluation resources and Budget Categories. Co-chairs wrapped up by walking through the presentation format for the day, the schedule of presenters, and instructions on the feedback form process.

### 5. Contractor Presentations & Committee Feedback

Susan Backus provided the Meat Federation update and answered committee member questions. Committee members then provided feedback.

Dr. Jessica Lancaster provided the National Cattlemen's Beef Association update and answered committee member questions. Committee members then provided feedback.

JJ Jones provided the National Institute for Animal Agriculture's update and answered committee member questions. Committee members then provided feedback.

### 6. Next Steps

Co-chairs shared how feedback provided during the meeting will be shared with CBB and contractors, thanked committee members for their active participation, encouraged them to complete the post-meeting survey and presented information on upcoming meetings.

### 7. Adjournment

The meeting adjourned at 5:02pm.