



Communications and Marketing Committee

April 10, 2019

3:15 PM-5:15 PM

Meat Industry Summit, Carlsbad, CA

AGENDA

- I. Welcome
- II. EAT-Lancet Recap & Next Steps
- III. Speaker: Frank Mitloehner, UC Davis
- IV. Trust Building/Sustainability
- V. Beef Checkoff Promotion Update
 - a. Consumer Promotion
 - b. Health Professional Outreach
 - c. Channel Promotion
 - d. Veal Promotion
 - e. Pork Promotion
- VI. Issue Updates
 - a. Cell Based Meat
 - b. ASF
 - c. Antibiotics
 - d. International Trade
 - e. New Swine Inspection System
 - f. Prop 12
- VII. Meat MythCrushers
- VIII. Member Communications
- IX. Committee Leadership
- X. Next Meeting Planning

NAMI Staff: Eric Mittenthal, Pete Thomson