



NAMI Ambassador Group Session
during
Meat Industry Summit

April 9, 2019

3:45 - 5:15 PM

Park Hyatt Aviara, Carlsbad, CA

Potential Topics for Discussion

- **Delivering the Message?** NAMI staff are doing an excellent job of getting “science based” information to their consumers and government policy makers, and they should continue to do so. Is it enough? Are we more on the defense than the offense? Are we losing this war? Should the “providers” of food be the primary source of information? How are our non-animal competitors approaching this issue? Question? Assume that 80% of the science based knowledge is available, what are the optimal methods to deliver this information?
- **Greatest Challenges or Threats?** As industry leaders, what do you consider to be the greatest challenge or threat to your industry? Is it anti-meat activism, animal disease, global trade, government regulations; antibiotics, large carcasses, labor, consumer demand, sustainability & environment, or others not listed here?
- **Dietary Guidelines.** Are the U.S. Dietary Guidelines providing a positive service to the public? Has the past 40 years taken us in the wrong direction? If yes, why? What impact has this had on human health? Obesity? Meat Industry?
- **Quality.** Do we have a beef quality problem? Is new technology impacting tenderness? Is carcass size a negative? Is USDA quality grade telling us enough about our product? Why is beef consumption 3rd behind poultry and pork?