

Joint Veal Committee Meeting

Richard Ayers, Chair
Andy Wick, Vice Chair

The Joint Veal Committee was called to order at 2:31 p.m. by Chairman Richard Ayers. This included a review and introduction of committee members, program staff and guests. The committee reviewed and approved the meeting agenda and the 2011 Annual Convention minutes. Chair Ayers reviewed the purpose of the committee, including the long and short-term goals and guiding principles for Veal marketing objectives and supporting programs.

We then heard the following program updates:

- NCBA's Channel Marketing Organizational Update
- NCBA's FY2011 Veal Program Update
- Federation Funding Update
- NCBA's FY2012 Veal Marketing and Communications Authorization Request
- NCBA's Review of FY2012 Veal Marketing Attachment A's
- Received State Beef Council Program Updates

The committee then had a discussion on FY2011 Communications Tactic, followed by a detailed discussion about the benefits of social media being implemented heavily in 2012. The committee voted to amend the AR with slight changes to budget allocations by tactic. Motion to approve the proposed AR was passed.