

JOINT INTERNATIONAL MARKETS COMMITTEE MEETING
2008 Cattle Industry Annual Convention and Trade Show
Reno Convention Center, Reno, Nevada
February 8, 2008

Dan Dierschke, Chairman
Dave Hamilton, Vice Chairman

TENTATIVE AGENDA

Meeting Purpose: Establish priorities for international trade policy and market development; coordinate international trade policy and market development activities; take action on proposed trade policy.

Friday, February 8

9:30 a.m. – 11:30 a.m., C4 Room

Joint Global Consumer Marketing Group

Noon–5:00 p.m., C3 Room

Joint International Markets Committee

12:00 p.m. *Welcome/Call to Order – Chairman Dan Dierschke*

- a. Introductions
- b. Approval of Minutes
- c. Meeting Purpose and Chairman's Remarks

12:15 a.m. *Brett Stuart, Research Analyst, Cattle-Fax*

Setting the Stage: International Beef Trade Figures & Trends

12:30 p.m. *Terry Stokes, CEO, National Cattlemen's Beef Association*

Asian Beef Market Trip Report

12:45 p.m. *Phil Seng, CEO, U.S. Meat Export Federation*

Global Trends for the Future

1:00 p.m. International Market Development – U.S. Meat Export Federation

- a. USMEF Overview: An Exporter's Perspective

Dan Halstrom, USMEF Chairman; Senior VP/General Manager, International Sales, JBS/Swift

b. Establishing direction for FY 2009

- Beef Industry LRP Goals – Dan Dierschke
- Planning Factors
 - Overview – *Thad Lively, Senior V.P., USMEF*
 - Committee discussion and action
- Program Priorities
 - Overview – *Thad Lively*
 - Committee discussion and action
- Resource Allocation Process for Markets
 - Overview – *Thad Lively*
 - Committee discussion and action

2:45 p.m. Break

3:00 p.m. Update on Codex Alimentarius Policy Actions Regarding Animal Biotech Issues and Cloning – **Phyllis Marquitz**, *NCBA Director, Food Policy*

3:10 p.m. Panel Discussion – International Beef Trade Perspectives, Priorities & Policies

Dr. Chuck Lambert, USDA Deputy Undersecretary for Regulatory and Marketing Programs, Washington DC

Mark Gustafson, VP International Sales, *JBS Swift*

Roel Andressen, Senior VP, *Tyson Foods*

Thad Lively, Senior VP, Policy, Planning, & Research, *USMEF*

Gregg Doud, Chief Economist, *NCBA*

Identify Trade Policy Priorities for 2008

Action on Proposed and Sunsetting Resolutions

Other Business

5:00 p.m. Adjourn