

**JOINT RETAIL COMMITTEE MEETING**  
2008 Cattle Industry Annual Convention  
Convention Center, Reno, Nevada  
February 8, 2008

Don Stewart, Chairman  
Helen Wiese, Vice Chairman

**TENTATIVE AGENDA**

Meeting Purpose: To review FY2008 retail marketing programs and set FY2009 priorities.

**Friday, February 8**

7:30 a.m. – 9:00 a.m., Hall 3

General Session II Retail Beef Backer Awards will be presented in this session

**9:30 a.m. – 11:30 a.m., C4 Room**

Joint Global Consumer Marketing Meeting

**11:30 a.m. – 12:30 p.m., D4 Room**

Recipe Sampling/Beef Backer Award Q&A

Opportunity to meet and socialize with Beef Backer Award winners

**12:30 p.m. – 4:30 p.m., D4 Room**

Joint Retail Committee Meeting

1. Call to Order – Don Stewart, Chairman
  - Introductions
  - Review and Approve Agenda
  - Review and Approve 2007 Summer Meeting Minutes
  
2. FY2007 AR Summary and FY2008 AR Progress Report
  - Retail Beef Promotions
  - Retail Channel Initiatives
  - Trade Communications
  - Retail Beef Intelligence
  - Nutrition
  - Hispanic Initiative
  - Beef Food Safety at Retail
  
3. FY2007 AR Summary and FY2008 AR Progress Report
  - NorthEast Beef Promotion Initiative

4. FY2009 Strategy Discussion Implications

5. Discussion of FY2009 Promotions, Programs and Projects

6. Other Business

7. Adjourn

**Retail Marketing Objective:** The Retail Marketing program is focused on stimulating short term beef sales at retail through seasonal promotions and the development and introduction of beef merchandising programs. We also build long-term change through programming that expands the placement and overall use and visibility of beef in the supermarket. In addition, we develop and implement retail beef operating systems for product identification that enable access to better meat scan data to assist in program evaluation and strategy development. All these efforts are facilitated by ongoing communications efforts which build solid relationships with key personnel throughout the retail food industry.