

JOINT PRODUCER COMMUNICATIONS COMMITTEE

Opryland Hotel Governor's Ballroom D
Friday, Feb. 3, 2012; 1:00 p.m. to 4:30 p.m.

Hank Maxey, Jr., Chairman
Jon Ferguson, Vice Chairman

TENTATIVE AGENDA

Meeting Purpose: To review current program status and new producer attitude research; and to evaluate strategy and set priorities for creating a Fiscal 2012 plan of work for checkoff-funded producer communications.

1. **Call to Order, Meeting Purpose, Approve Agenda** Jon Ferguson, Vice Chairman
2. **Introductions**
3. **Approve Minutes Of Aug. 3, 2011 Meeting In Orlando**
4. **Producer Communications Program Updates:
Overview of FY'12 Activities** Lynn Heinze, CBB
Melissa Slagle, CBB
Diane Henderson, CBB
Todd Johnson, NCBA
5. **Review of FY'11-12 Regional Paid Ad Projects** Slagle, state execs,
media
6. **January 2012 Producer Attitude Survey Topline Results
With 'Inflation Impact' Study Results** Heinze
7. **FY2011 Program Evaluation** Polly Ruhland
8. **Planning and Prioritization:
Discuss FY2013 Industry Planning Factors
Establish FY2013 Producer Communications Priorities** Ferguson
9. **Other Business**
10. **Adjourn JPCC**

Committee Objective: The Joint Producer Communications Committee supports industry objectives by working to communicate to cattle, dairy and veal producers as well as importers about the efforts of the Beef Checkoff Program and, importantly, the *results* of those efforts. In addition, the committee also oversees the conduct of producer attitude research to measure effectiveness of these communication efforts and to better understand producer attitudes and interests.