



Funded by the Beef Checkoff.

Consumer Trust Committee Meeting DRAFT Agenda

2019 Cattle Industry Convention
Ernest N. Morial Convention Center • Room 243
Friday, February 1 • 12:30-3:30 PM

Additional Meetings to Attend

Checkoff Program Update

Thursday, January 31, 2019
2:00 – 4:00 PM
La Nouvelle Ballroom BC

CBB Board Meeting

Friday, February 1, 2019
4:30 – 6:30 PM
Hilton Riverside
Grand Salon A

NCBA Board of Directors

Saturday, February 2, 2019
7:30 – 10:00 AM
Hilton Riverside
Grand Ballroom AB

Janna Stubbs: Co-Chairman (C)
VeaBea Thomas: Co-Chairman (F)
Jeff Florence: Staff Liaison

Purpose Statement: Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.

Checkoff Committee Meetings

- 12:30 PM Welcome/Call to Order
- Introductions
- 12:55 PM Approve Agenda and Summer Meeting Minutes (**Action**)
- 1:00 PM Committee Agenda Overview
- Review Purpose Statement & Discuss FY2020 Strategic Initiatives from Long Range Plan
- 1:45 PM Approve FY2020 Strategic Priorities (**Action**)
- 2:00 PM Contractor presentations and questions (8 Minutes per AR)
- Meat Import Council of America (MICA)- 8 Minutes
 - AR#1920- Tactics A, B, C
 - American Farm Bureau Foundation for Agriculture (AFBFA)- 8 Minutes
 - AR#1921- Tactics A, B
 - North American Meat Institute (NAMI)- 16 Minutes
 - AR#1900- Tactics A, B, C
 - AR#1930- Tactics A, B
 - National Cattlemen's Beef Association (NCBA)- 32 Minutes
 - AR#1902- Tactic B
 - AR#1911- Tactics E, G



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- AR#1922- Tactics A, C
- AR#1933- Tactics A, B, C

3:04 PM Wrap-up, Next Steps

3:30 PM Adjourn