



# Consumer Trust Committee Meeting Agenda

2019 Cattle Industry Convention

Ernest N. Morial Convention Center • Room 243

Friday, February 1 • 12:30-3:30 PM

Funded by the Beef Checkoff.

## 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

<b>Purpose Statement:</b>	Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.
<b>Attendees:</b>	Janna Stubbs, VeaBea Thomas, Heather Buckmaster, Roy Copelan, George Quackenbush, Kevin Thielen, Jared Brackett, Nick Brander, Trista Brown Priest, Cliff Coddington, Katharine Jackson, Steven Matthees, Bill McLaren, James Schmidt, Don Smith, Michael White, Kathy Creighton-Smith, Dr. Lily Edwards-Callaway, Spencer Ellis, Tom Fanning, Chris Jeffcoat, Ken Krutz, Steven Lastovica, Alan Lyman, Travis Maddock, Nathan Martin, Lucy Rechel, Richard Schrunck, Don Terry, John Thompson, Zachary Yanta
<b>NCBA Staff:</b>	Jeff Florence, Autumn Velez

## Checkoff Committee Meetings

**12:30 pm Janna Stubbs** calls meeting to order

**12:51 pm Roy Copeland** motioned, seconded by **Bill McLaren**, to approve meeting agenda. Motion passed.

**12:52 pm Don Terry** motioned, seconded by Bill McLaren, to approve summer meeting minutes. Motion passed.

**12:57 pm Janna Stubbs** covers Committee Agenda Overview

**12:58 pm Vabea Thomas** – Reviewed proposed FY Strategic Priorities.

**1:00 pm Committee members** discussed proposed FY2020 Strategic Initiatives from Long Range Plan



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**1:09 pm Nathan Martin** motioned, seconded by **Michael White** to approve FY2020 Strategic Priorities.

**1:13 pm** Motion passed.

**1:15 pm** break

**1:22 pm** Return from break

**1:22 pm Eric Mittenthal**, from North American Meat Institute (NAMI), presents

- AR#1920 - Tactics A, B, C

**1:37 pm** Floor is opened for questions from committee members

**1:38 pm Christie Brown and Kaitlyn Carey**, from Meat Import Council of America (MICA) present

- AR#1900- Tactics A, B, C
- AR#1930- Tactics A, B

**1:47 pm** Floor is opened for questions from committee members

**1:50 pm Audrey Denning**, from American Farm Bureau Foundation for Agriculture (AFBFA) presents

- AR #1921 – Tactics A, B

**12:58 pm** Floor opened for questions from committee members

**2:10 pm Chris Barnes and Chase DeCoite**, from National Cattlemen's Beef Association present

- AR#1902- Tactic B
- AR#1911- Tactics E, G
- AR#1922- Tactics A, C
- AR#1933- Tactics A, B, C

**2:42 pm** Floor opened for questions from committee members

**2:55 pm Don Smith** motioned, and **Alan Lyman** seconded, to adjourn

**2:55 pm** Adjourn