



Funded by Beef Farmers & Ranchers

Joint Evaluation Committee Meeting Draft Agenda

2019 Cattle Industry Convention

Ernest N. Morial Convention Center • Room 201-202

Wednesday, January 30 • 11:30 AM - 1:30 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

Jackie Means: Co-Chairman (C)

Steve Hanson: Co-Chairman (F)

Purpose Statement: *The Joint Evaluation Advisory Committee will measure program effectiveness in accomplishing industry and program goals, objectives, and strategies, to inform the program decisions of producer leaders. The evaluation process is essential for improving future programs, strengthening producer profitability and enhancing accountability to producers.*

11:30 AM Welcome/Call to Order

1. Introductions
2. Approval of Agenda
3. Review Summer Meeting Minutes
4. FY2018 Evaluation Report on Checkoff Programs
5. FY2019 1st Quarter Checkoff Programs Report
6. 2019 Evaluation Project Selection
7. Meat Demand Monitor Proposal – *Glynn Tonsor, Kansas State University*
8. Cattle and Beef Supply and Demand Update – *Lance Zimmerman, Cattle Fax*
9. Consumer Trends Update – *Alison Krebs and Shawn Darcy, Checkoff Market Research Team*
10. Other Business
11. Adjourn