

**CHECKOFF ADVISORY  
COMMITTEE COORDINATION AGREEMENT  
Revised September, ~~2016~~2017**

**National Cattlemen’s Beef Association  
Cattlemen’s Beef Promotion & Research Board**

THIS CHECKOFF ADVISORY COMMITTEE COORDINATION AGREEMENT between the Cattlemen’s Beef Promotion and Research Board (“Beef Board”) and the Federation of State Beef Councils Division of the National Cattlemen’s Beef Association (the “Federation”) is made effective this 30th day of September, ~~2016~~2017.

The Beef Board and the Federation agree to form and participate in checkoff advisory committees. Specifically, the parties agree that an advisory committee pertaining to evaluation shall be jointly formed between the Beef Board and the Federation as detailed in Addendum 1. Further, checkoff program advisory committees shall (with working groups as needed) be formed in accordance with the Industry Long Range Plan, as detailed in Addendum 2.

This Agreement shall commence on the Effective Date and shall be for a one-year term expiring on September 30, ~~2017~~2018. This Agreement shall be reviewed and renewed annually for an additional year beginning October 1 unless it is terminated for any reason, by either party, by the provision of six months’ written notice of termination to the other.

EEO Requirements

*In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA.*

**Cattlemen’s Beef Promotion & Research Board**

**National Cattlemen’s Beef Association**

Signature \_\_\_\_\_

Signature\_\_\_\_\_

Title\_\_\_\_\_

Title\_\_\_\_\_

Date\_\_\_\_\_

Date\_\_\_\_\_

## Addendum 1: Checkoff Evaluation Committee

### Checkoff Evaluation Advisory Committee

The Federation and the Beef Board shall form an Evaluation Advisory Committee to evaluate all authorization requests funded by the Operating Committee and receive reports from the Federation on Federation Initiative programs funded by checkoff dollars. The Checkoff Evaluation Advisory Committee shall advise the Operating Committee regarding projects, results and evaluation of checkoff work and programs.

### Membership

- The Evaluation Advisory Committee shall consist of twelve (12) members: six (6) voting members appointed as representatives of the Federation and six (6) voting members appointed as representatives of the Beef Board. Each Federation Committee member must either be a current member of the Federation board of directors, or a current state beef council board member who has previously served on the Federation board of directors. Each Beef Board Committee member must be a current member of the Beef Board.
- All Committee members shall serve two-year terms, with a maximum of 4 years of service. Emphasis shall be given to maintaining consistent members from year to year due to the complex nature of the material.
- At least four (4) Committee members shall also be currently serving members of the Operating Committee. Two (2) shall be Beef Board representatives and two (2) shall be Federation representatives.
- Beef Board Committee members shall be appointed by the Beef Board officers. Federation Committee members shall be appointed by the chair and vice-chair of the Federation.

### Leadership

- The chair and vice chair of the Evaluation Advisory Committee will be selected by the chair and vice chair of the Operating Committee, in consultation with the Federation vice chair and the Beef Board vice chair.

### Quorum and Voting

- A quorum shall consist of three (3) voting Federation Committee members and three (3) voting Beef Board Committee members. A motion is considered to be passed if, with a quorum present, a majority of the members present approve it.

### Staffing

- The committee shall be staffed by the Beef Board.

## **Addendum 2: Checkoff Program Advisory Committees And Working Groups**

### **Checkoff Program Advisory Committees**

The Beef Board and the Federation shall form Checkoff Program Advisory Committees to review checkoff program work and advise the Operating Committee with regard to such work. They shall be formed in accordance with the strategies identified in the current *Industry Long-Range Plan* and consumer demand drivers contained in the most current checkoff-funded, consumer beef-demand research available.

#### **Program Advisory Committees**

Program Advisory Committees shall be:

- Safety (approximately 40 members)
- Export Growth (approximately 40 members)
- Nutrition & Health (approximately 40 members)
- Innovation (approximately 40 members)
- Consumer Trust (approximately 40 members)

#### **Membership**

- Each Program Advisory Committee may consist of a varying number of members. Each Federation Committee member must be a current member of the Federation board of directors. Each Beef Board Committee member must be a current member of the Beef Board.
- Members of the Beef Board and the Federation board of directors may only serve on one Program Advisory Committee at any given time.
- State Beef Council Staff Executive Officers may serve as advisors without vote on Program Advisory Committees at the request of the Federation or the Beef Board. Each such advisory member may serve on only one such Committee at any given time.
- Operating Committee and Evaluation Committee members may serve as voting members on Program Advisory Committees and may serve in leadership positions on Program Advisory Committees.
- Members of NCBA's Product and Allied Industry Councils, beef industry organizations, academia, and other experts will be invited and encouraged to attend as non-voting resources to the Program Advisory Committees.
- Beef Board Committee members shall be appointed by the Beef Board officers. Federation Committee members shall be appointed by the chair and vice-chair of the Federation. Each Beef Board member and each Federation board member shall be appointed to one Program Advisory Committee.
- Beef Board members and Federation board members shall be as equally distributed as possible among Program Advisory Committees.

#### **Leadership**

- The co-chairs of each Committee shall be selected by the chair and vice chair of the Operating Committee, in consultation with the Federation vice chair and the Beef Board vice chair. There shall be one co-chair from the Federation and one co-chair from the Beef Board leading each Committee.
- Co-chairs of a particular Program Advisory Committee shall serve no longer than three years in their respective positions.

**Quorum and Voting**

- A quorum is not required to convene a meeting or make recommendations.
- Committees are encouraged to make decisions by consensus.
- Any motion called to vote must receive affirmation of two-thirds of those Committee members in attendance to pass.
- Only appointed members may vote. Each Committee member may carry only one vote.

**Staffing**

- NCBA and Beef Board staff shall provide assistance to the Program Advisory Committees

**Checkoff Program Working Groups**

The Beef Board and the Federation shall also form two Working Groups to review checkoff program work and make recommendations to the Operating Committee but shall not necessarily be formed in direct correspondence with the LRP/Driver Criteria. Upon review and renewal of the Program Advisory Committees, the Working Groups may change annually.

**Membership**

- Market Research Working Group: From established committees, the chair and vice chair of the Federation will appoint six (6) Federation members and the chair and vice chair of the Beef Board will appoint six (6) Beef Board members.
- Investor Relations Working Group: From established committees, the chair and vice chair of the Federation will appoint six (6) Federation members and the chair and vice chair of the Beef Board will appoint six (6) Beef Board members.
- State Beef Council Staff Executive Officers may serve as advisors without vote on Working Groups at the request of the Federation or the Beef Board. Each such advisory member may serve on only one such Working Group at any given time.

**Leadership**

- The co-chairs of each Working Group shall be selected by the chair and vice chair of the Operating Committee, in consultation with the Federation vice chair and the Beef Board vice chair. There shall be one (1) co-chair from the Federation and one (1) co-chair from the Beef Board leading each Working Group.
- Co-chairs of Working Groups shall serve no longer than three years in their respective positions.

**Quorum and Voting**

- A quorum is not required to convene a meeting or make recommendations.
- Working Groups are encouraged to make decisions by consensus.
- Any motion called to vote must receive affirmation of two-thirds of those members in attendance to pass.
- Only appointed members may vote. Each member may carry only one vote.

**Staffing**

- The Federation shall provide assistance to the Market Research Working Group
- Beef Board staff shall provide assistance to the Investor Relations Working Group