



Funded by the Beef Checkoff.

CONSUMER TRUST COMMITTEE DRAFT MEETING MINUTES

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom A

Part I – Thursday, August 2, 2018 • 2:00 PM – 6:00 PM

Part II – Friday, August 3, 2018 • 9:15 AM – 12:00 PM

Janna Stubbs: Co-Chairman (C)

Scott McGregor: Co-Chairman (F)

Purpose Statement:	Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.
Attendees:	Tammy Bartholomew, Ralph Blalock Jr., Jared Brackett, Nick Brander, Trista Brown Priest, Patti Brumbach, Heather Buckmaster, Cliff Coddington, Joaquin Contente, George Cooksley, Kathy Creighton-Smith, Randall Debler, Spencer Ellis, Katharine Jackson, Spencer Jacobs, Chris Jeffcoat, Sean Jones, Lynn Keetch, Ken Krutz, Travis Maddock, Steven Matthees, Scott McGregor, Bill McLaren, Bill McLean, Paul Moss, George Quackenbush, Lauren Scheller Maehling, James Schmidt, Richard Schrunck, Dan Shelton, Don Smith, Janna Stubbs, Don Terry, Kevin Thielen, VealBea Thomas, Michael White, Keith York
NCBA Staff:	Chase DeCoite, Jeff Florence

Checkoff Committee Meetings – Part I

2:00 pm Janna Stubbs calls the meeting to order. The microphone was passed around for personal introductions.

2:20 pm Don smith motioned, seconded by **Nick Brander**, to approve minutes and agenda. Motion passed.

2:21 pm Scott McGregor reviews the Committee goals and needs and materials available.

2:24 pm Janna Stubbs covers the Committee Score Sheet to members.

2:38 pm Christie Brown and **Kaitlyn Carrey** from the Meat Import Council of America (MICA) on Tactics #1920-A for Channel Influencer Outreach, #1920-B for Consumer Outreach, and #1920-C for Nutrition Influencer Outreach.

3:10 pm American Farm Bureau Foundation for Agriculture (AFBFA), **Seth Herner, Christy Lilja, Sara Cooper, Rick Herringfield** presents on Tactics #1921-A on Immersive Experiences for Health and STEM Educators and #1921-B National Beef-Science Curriculum Development.

3:38 pm Alissa Harrison and **Josh White** with National Cattlemen’s Beef Association (NCBA) presents on Tactics #1902-B Social Media and Digital Advertising, #1911-E Sustainability Research and Scientific Affairs, #1911-G Foundation Market Research, #1922-A Key Opinion Leader Engagement, #1922-C Media & Media Relations Efforts, #1933-A Issues and Crisis Management and Planning, #1933-B Beef Advocacy Training and Engagement, #1933-C Beef Quality Assurance.

4:46 pm Susan Rackus and **Eric Mittenthawl** from North American Meat Institute (NAMI) presents on #1900-A on Consumer Outreach, #1900-B on Key Opinion Leader Outreach, #1900-C, Channel Marketer Outreach, #1930-A Veal Quality Assurance, #1930-B Protect and Promote Veal’s Image.



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5:23 pm the committee works individually to compile scores.

5:27 pm Scott McGregor motions to adjourn, **Jared Brackett** seconds. Meeting adjourned.

Checkoff Committee Meetings – Part II

9:18 am Scott McGregor calls the meeting to order.

9:21 am questions are open to Meat Import Council of America (MICA)'s tactics. **Kathy Creighton Smith** asks about the budget of MICA and where the State Beef Council funding fits.

9:25 am questions are open to the American Farm Bureau Foundation for Agriculture (AFBFA). **Don Smith** asks about getting the curriculum and getting it into urban school districts. **Chris Jeffcoat** asks about the dissemination and approval of the curriculum. **Bill McLean** mentions his appreciation for the Tactic about planting the seed for future generations. **Travis Maddock** asks for clarification on if AFBA has developed different curriculums over the years and where they are being used. **Travis Maddock** also asks if the program is too small and making sure the program can reach more people. **Katherine Jackson** asks about the locations they will be working with in the following Fiscal Year. **Cliff Coddington** asks about how they choose the schools and if they use the Consumer Beef Index to determine areas to target. **Sean Jones** asks about the survey results and for some more clarity. **Scott McGregor** asks about the timeline of developing and dissemination if the curriculum. **Don Smith** asks about the State Participation from the State Farm Bureau.

9:48 am questions are open to the National Cattlemen's Beef Association (NCBA). **Chris Jeffcoat** asks about the plan to utilize Netflix and Amazon. **Jared Brackett** asks about commercials on Hulu. **Kathy Creighton Smith** asks about using Rodeo on commercials. **Chris Jeffcoat** asks about disseminating the sustainability research to science teachers. **Michael White** asks about the different organizations within the Key Opinion Leaders. **Katherine Jackson** asks about working with State Cattlemen's Organizations. **Travis Maddock** asks about the Return on Investment. **Keith York** asks about traceability and how that fits into the Issues and Crisis Management. **Trista Brown Priest** asks about the plan of NCBA if crisis, like Foot and Mouth Disease, happens. **Lauren Scheller Maehling** mentions that Crisis Management and Market Research are the unsung heroes of the programs for State Beef Councils. **Chris Jeffcoat** thanks for the clarification of the crisis management plans. **Jared Brackett** mentions how the Crisis Management team has helps the Iowa State Beef Council. **Kathy Creighton Smith** asks about the difference between plans of previous years versus now. **Travis Maddock** asks about how to combat against some other Key Opinion Leaders. **Keith York** asks about the certification of BQA and getting equivalency documents for the Farm Program. **Kathy Creighton Smith** asks about doing research on why ranchers aren't more receptive to BQA. **Chris Jeffcoat** asks about the process once someone is certified in BQA.

10:14 am Committee takes a short break.

10:23 am Committee reconvenes. **Janna Stubbs** assigned the consensus comments to each table. Each table receives different tactics to discuss.

10:30 am the group discusses their assigned tactics amongst the individual tables.



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10:59 am questions are open to the North American Meat Institute (NAMI). **Keith York** asks about the Veal Quality Assurance program and how it relates with the Farm Program. **Chris Jeffcoat** asks about the plan to promote a new Veal Farm website.

11:02 am each table shares their comments on the individual tactics. Group votes on Tactic #1920-A comments. Vote passes unanimously.

11:10 am questions open to NAMI about remaining tactics. **Lauren Sheller Maehling** asks for more planning with State Beef Council for program rollouts and disseminating research information. **Trista Brown Priest** asks if there is a Crisis Management program involved with Veal Quality Assurance. **Will Bentley** asks about the nutritional information.

11:13 am committee resumes discussing comments on tactics. Group votes on Tactic #1920-B comments. Vote passes unanimously.

11:17 am committee discusses comments on Tactic #1920-C. Committee votes on comments, vote passes unanimously.

11:20 am committee discusses comments on Tactic #1921-A. Committee votes on comments, vote passes unanimously.

11:23 am committee discusses comments on Tactic #1921-B. Committee votes on comments, vote passes unanimously.

11:26 am committee discusses comments on Tactic #1902-B. Committee votes on comments, vote passes unanimously.

11:30 am committee discusses comments on Tactic #1911-E. Committee votes on comments, vote passes unanimously.

11:33 am committee discusses comments on Tactic #1911-G. Committee votes on comments, vote passes unanimously.

11:37 am committee discusses comments on Tactic #1922-A. Committee votes on comments, vote passes unanimously.

11:39 am committee discusses comments on Tactic #1922-C. Committee votes on comments, vote passes unanimously.

11:41 am committee discusses comments on Tactic #1933-A. Committee votes on comments, vote passes unanimously.

11:44 am committee discusses comments on Tactic #1933-B. Committee votes on comments, vote passes unanimously.

11:45 am committee discusses comments on Tactic #1933-C. Committee votes on comments, vote passes unanimously.

11:50 am committee discusses comments on Tactic #1900-A. Committee votes on comments, vote passes unanimously.



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11:53 am committee discusses comments on Tactic #1900-B. Committee votes on comments, vote passes unanimously.

11:54 am committee discusses comments on Tactic #1900-C. Committee votes on comments, vote passes unanimously.

11:55 am committee discusses comments on Tactic #1930-B. Committee votes on comments, vote passes unanimously.

11:58 am committee discusses comments on Tactic #1930-A. Committee votes on comments, vote passes unanimously.

11:59 am Lynn Keetch motions to adjourn **George Cooksley** seconds. Meeting adjourned.