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# EXPORT GROWTH COMMITTEE DRAFT MEETING MINUTES

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Centennial Ballroom C

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

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

Hugh Sanburg, Co-Chairman (C)

Clark Price, Co-Chairman (F)

<b>Purpose Statement:</b>	To set priorities for the Operating Committee and give direction to contractors to develop Export Market Development Authorization Requests in order to support an increase in value of beef exports as a percent of total production to 16 percent.
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## Checkoff Committee Meetings – Part I

### Welcome/Call to Order/Introductions

Hugh Sanburg welcomed everyone and called the meeting to order at 2:00 p.m.

**Hugh Sanburg** reviewed agenda.

Introductions: We went around the room and each committee member introduced themselves; name, state and favorite drink on a hot day

### Approve Agenda and Minutes

**Charles Bassett** made a motion to approve the agenda.

**Irv Petsch** 2<sup>nd</sup> motion.

Motion carried.

**Ryan Moorhouse** made a motion for approval of the meeting minutes from the 2018 Cattle Industry Convention & NCBA Trade Show in Phoenix in February 2018.

**Charles Bassett** 2<sup>nd</sup> motion.

Motion carried.

### Review Purpose and Ground Rules/Today's Goal

**Hugh Sanburg** reviewed the purpose statement and committee ground rules.

### Review AR Process and Tactic Scoring and Desired Outcome

The committee watched the scoring video and committee chairs answered questions about scoring.

### Contractors Present FY2019 ARs

**Dr. Neville Speer**, NIAA Board Chairman, presented NLPA's AR; leaving time for questions and answers. **Greg Hanes, Dan Halstrom, Erin Borrer, Ashley Rassi and Travis Arp** presented USMEF's AR; leaving time for questions and answers.



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## Wrap Up and Next Steps

**Hugh Sanburg** thanked all contractors for their presentation and explained how to record initial scores to the committee.

## Adjourn

**Hugh Sanburg** recessed the meeting at 4:58 p.m. until Friday, August 3 at 9:15 a.m.

## Checkoff Committee Meetings – Part II

### Welcome/Call to Order

The meeting resumed at 9:16 a.m.

**Clark Price** welcomed back the committee and asked if there were any questions for the contractors.

### Engage Contractors for Additional Information Specific to ARs

Contractors answered the committee's questions.

### Committee's Comments for Operating Committee

After all questions were addressed, each table met to discuss the ARs and provide consensus comments to be shared with BPOC.

Each's tables comments were reviewed by the committee.

### Wrap-up and Next Steps

The committee had a discussion of the committee's three priorities. They are not in any order, other than the order than they are listed on the LRP.

**Amelia Kent** made a motion to move "Adopt Animal I.D. Traceability Systems" from #1 to #3. **Gary Deering** 2<sup>nd</sup> motion and the committee discussed. A vote was taken, and the motion carried.

**Gary Deering** made a motion to change committee priorities from adopting animal traceability systems to seeking information regarding how animal traceability systems affect beef demand. **Eric Sumption** 2<sup>nd</sup> motion.

**Paula Waggoner** reminded the group that committees do not have authority to rewrite LRP, but that the committee can make recommendations to the LRP working group. After Paula's comments and discussion, **Gary** withdrew his motion and simply recommended the LRP committee look at rewording the priority, to something that doesn't have the word "Adopt" in it.

## Adjourn

The meeting concluded at 11:15 a.m.