

CONSUMER TRUST COMMITTEE MEETING AGENDA

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



Funded by the Beef Checkoff.

Additional Meetings to Attend:

Checkoff Program Update Meeting

Thursday, August 2, 2018

9:30 AM – 12:00 PM

Capitol Ballroom 1-3

Janna Stubbs: Co-Chairman (C)

Scott McGregor: Co-Chairman (F)

Purpose Statement: Purpose Statement: Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.

Checkoff Committee Meetings – Part I

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| 2:00 p.m. | Welcome/Call to Order <ul style="list-style-type: none">• Introductions |
| 2:25 p.m. | Approve Agenda and Minutes |
| 2:30 p.m. | Committee Agenda Overview <ul style="list-style-type: none">• Review Mission Statement & Committee Ground Rules• Meaning of Consumer Trust and Priorities• Consumer focus group footage• Checkoff program FY2018 review – Scott and Janna |
| 2:35 p.m. | Review AR Process and Tactic Scoring and Desired Outcome <ul style="list-style-type: none">• Show sample completed scorecard and watch video |
| 2:45 p.m. | Contractors Present FY2019 ARs <ul style="list-style-type: none">• Score each tactic based on how well it supports committee prioritized LRP initiatives |
| 5:55 p.m. | Wrap Up and Next Steps |
| 6:00 p.m. | Adjourn |

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Checkoff Committee Meetings – Part II

- 9:15 a.m. Welcome/Call to Order
- 9:20 a.m. Committee Agenda Overview
- Today's Goal: Gather committee's comments to be provided to the Operating Committee with scores from Day 1
- 9:40 a.m. Engage contractors for additional information specific to ARs
- Questions
 - Clarification
- 10:15 a.m. AR Tactic Scoring Alignment
- Present scores
 - Committee discussions
 - Alignment on final committee comments
- 11:50 a.m. Wrap-up and Next Steps
- 12:00 p.m. Adjourn