

EXPORT GROWTH COMMITTEE MEETING AGENDA

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



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

Hugh Sanburg, Co-Chairman (C)

Clark Price, Co-Chairman (F)

Purpose Statement: *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.*

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<ul style="list-style-type: none">◦ <i>Increase the volume and value of U.S. beef in foreign markets</i>• Today's Goal – Review and Score Checkoff Contractor AR (Authorization Request) Tactics |
| 2:35 p.m. | Review AR Process and Tactic Scoring (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 <ul style="list-style-type: none">• Committee members – make sure to bring back your Score Sheet with comments for Day 2 |
| 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 consensus 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
 - Collect and compile consensus committee comments
- 11:50 a.m. Wrap-up and Next Steps
- 12:00 p.m. Adjourn