



Funded by the Beef Checkoff.

# MARKET RESEARCH WORKING GROUP MEETING AGENDA

2018 Cattle Industry Summer Business Meeting

Denver, Colorado

Hyatt Regency at Colorado Convention Center • Granite BC

Friday, August 3, 2018 • 1:30 PM – 3:00 PM

Norman Voyles Jr.: Co-Chairman (C)

Alan Lyman: Co-Chairman (F)

**Purpose Statement:** *To identify Checkoff program committee priorities and knowledge gaps that would benefit most from market research and/or channel intelligence support in helping to achieve the Beef Industry's Long-Range Plan.*

- 1:30 PM Welcome (AI/Norm)
- Roll call and introductions
  - Approval of agenda and minutes
  - Working group ground rules
  - Purpose statement
  - Committee priorities
- 1:40 PM Market Research & Channel Intelligence AR Discussion
- Revisit ARs
  - Review AR scores from Committee Meetings
  - Discussion on ARs from Committee Meetings
    - Q & A on ARs
    - Any feedback to enhance ARs
    - Any Market Research or Channel Intelligence knowledge gaps
- 2:50 PM Wrap-up (AI/Norm)
- 3:00 PM Adjourn