Checkoff Committee Meetings – Part I

Welcome/Call to Order/Introductions
Call to order by Buck Wehrbein and Co Chair Ted Reichmann. Committee introductions from the group

Approve Agenda and Minutes
Ted asked for motion to approve the agenda, motion by Katie Brenny, second Steve Hanson. Motion passed.

Ted called for the motion to approve the minutes from Annual Meeting, motion made by Jim Eschilman, second by Bruce Jackson. Motion passed.

Review Purpose and Ground Rules/Today’s Goal

Review AR Process and Tactic Scoring and Desired Outcome

Contractors Present FY2019 ARs
Rick Husted - NCBA
1911-F Channel Intelligence
1911-G Foundational Market Research
1911-H Key Topics
Took questions from the audience

Season Solorio-NCBA
Research Tactic C - Product Quality and technical Expertise
Research Tactic D - Culinary
Promotion Tactic A - “Beef. Its what’s for Dinner” marketing
Promotion Tactic B - Social media
Consumer Information Tactic A-
Consumer Information Tactic B- Supply Chain Outreach and Engagement
Took questions from the audience

NAMI presented on the following tactics - Eric
1900-P Processed beef
1901-P Veal
Took questions from the audience

Wrap Up and Next Steps
Ted asked that all green sheets are handed in, keep blue for questions.

Adjourn
Motion to Adjourn made by Steve Hanson, Second by Katie Brinny. Motion passed.

Checkoff Committee Meetings – Part II

Welcome/Call to Order
Meeting was called to order by Buck

Committee’s Comments for Operating Committee
To possible include the budgets within the Ars more clearly

Engage Contractors for Additional Information Specific to ARs
Had questions and comments for NCBA - Rick Husted and Seasons Solorio. Had questions and comments for NAMI - Eric

AR Tactic Scoring Alignment
All tactics scored, and comments were reached on a consensus basis buy the committee

Wrap-up and Next Steps

Adjourn
Motion to adjourn made by John Thompson, second by Bruck Jackson. Motion passed.