



Funded by the Beef Checkoff.

MARKET RESEARCH WORKING GROUP DRAFT MEETING MINUTES

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. |
| Attendees (13): | Norman Voyles (co-chair), Al Lyman (co-chair), Tammy Basel (SD), Bridget Bingham (PA), Patti Brumbach (WA), George Cooksley (NE), Kathy Creighton-Smith (MT), Gary Deering (SD), D.J. Edwards (KS), Steven Matthees (MN), Karin Schaefer (MN), Lauren Scheller Maehling (AZ), Philip Weltmer (KS) |
| NCBA Staff (6): | Rick Husted, Shawn Darcy, Alison Krebs, Beejan Mehrabani, Camille Reents, Becca Seymour |

Roll Call/Introductions/Approve Agenda & Minutes/Review Purpose and Priorities

- Roll call and introductions
- Approval of agenda – 1st Gary Deering; 2nd D.J. Edwards
- Approval of minutes – 1st Dick Mc Elheney, 2nd Kathy Creighton-Smith
- Ground Rules
- Statement of Purpose
- Committee Priorities

Rick Husted revisited and reviewed the ARs concerning the MRWG.

FY2019 Committee Priorities

Rick Husted talked about the three Market Research AR tactics as rated by other checkoff committees. The tactics are for Channel Intelligence (R 1911-F), Foundational Market Research (R 1911-G) and Key Topic Market Research (R 1911-H).

Committee Reports

Checkoff Committee Discussion, Questions, Feedback & Gaps from Committee Meetings:

- Nutrition and Health – Al Lyman, Norm Voyles, Philip Weltmer, Ruby Uhart
- Consumer Trust – Steven Matthees, Kathy Creighton-Smith, George Cooksley, Patti Brumbach, Karin Schaefer, Lauren Scheller Maehling
- Innovation – Richard McElhaney, Tammy Basel, Bridget Bingham
- Safety – Jason Beyer (not in attendance)
- Export Growth – D.J. Edwards, Gary Deering

Other Feedback

There was further discussion about the Research AR and tactics. There also was discussion about whether meetings of the Market Research Working Group were still useful.

There was motion by Tammy Basel that all market research contractors be invited to attend the Market Research Working Group for future meetings. It was seconded by George Cooksley. The motion was unanimously approved that all market research contractors be invited to attend the Market Research Working Group for future meetings.



Funded by the Beef Checkoff.

MARKET RESEARCH WORKING GROUP DRAFT MEETING MINUTES

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

Wrap Up/Adjourn Meeting

There was a motion to adjourn the Market Research Working Group by Steven Matthees. The motion was seconded by Gary Deering. The motion was unanimously approved to adjourn. The meeting adjourned at 3:06 pm.