Consumer Trust Committee Meeting  
DRAFT Agenda

2019 Cattle Industry Convention  
Ernest N. Morial Convention Center • Room 243  
Friday, February 1 • 12:30-3:30 PM

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

Checkoff Committee Meetings

12:30 PM  Welcome/Call to Order  
- Introductions

12:55 PM  Approve Agenda and Summer Meeting Minutes (Action)

1:00 PM  Committee Agenda Overview  
- Review Purpose Statement & Discuss FY2020 Strategic Initiatives from Long Range Plan

1:45 PM  Approve FY2020 Strategic Priorities (Action)

2:00 PM  Contractor presentations and questions (8 Minutes per AR)  
Meat Import Council of America (MICA)- 8 Minutes  
- AR#1920- Tactics A, B, C

American Farm Bureau Foundation for Agriculture (AFBFA)- 8 Minutes  
- AR#1921- Tactics A, B

North American Meat Institute (NAMI)- 16 Minutes  
- AR#1900- Tactics A, B, C  
- AR#1930- Tactics A, B

National Cattlemen’s Beef Association (NCBA)- 32 Minutes  
- AR#1902- Tactic B  
- AR#1911- Tactics E, G

Additional Meetings to Attend

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<tr>
<th>Checkoff Program Update</th>
<th>CBB Board Meeting</th>
<th>NCBA Board of Directors</th>
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| Thursday, January 31, 2019  
2:00 – 4:00 PM  
La Nouvelle Ballroom BC | Friday, February 1, 2019  
4:30 – 6:30 PM  
Hilton Riverside  
Grand Salon A | Saturday, February 2, 2019  
7:30 – 10:00 AM  
Hilton Riverside  
Grand Ballroom AB |

Janna Stubbs: Co-Chairman (C)  
VeaBea Thomas: Co-Chairman (F)  
Jeff Florence: Staff Liaison
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- AR#1922- Tactics A, C
- AR#1933- Tactics A, B, C

3:04 PM  Wrap-up, Next Steps
3:30 PM  Adjourn