



Export Growth Committee Meeting DRAFT Agenda

2019 Cattle Industry Convention

Ernest N. Morial Convention Center • Room 244

Friday, February 1 • 12:30-3:30 PM

Funded by the Beef Checkoff.

Additional Meetings to Attend

Checkoff Program Update

Thursday, January 31, 2019

2:00 – 4:00 PM

La Nouvelle Ballroom BC

CBB Board Meeting

Friday, February 1, 2019

4:30 – 6:30 PM

Hilton Riverside

Grand Salon A

NCBA Board of Directors

Saturday, February 2, 2019

7:30 – 10:00 AM

Hilton Riverside

Grand Ballroom AB

Hugh Sanburg: Co-Chairman (C)

Clark Price: Co-Chairman (F)

- 12:30 PM Welcome/Call to Order
- Meeting Ground Rules
 - Introductions
- 1:00 PM Approve Agenda and Summer Meeting Minutes
- 1:05 PM Committee Agenda Overview
- Review 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.
 - Most Important: Adopt Animal I.D. Traceability Systems; Increase Market Access; & Promote Unique Attributes of U.S. Beef
 - Review Long Range Plan and how it should guide your decision-making process
 - Review previous year's Strategic Initiatives
 - Today's Goals: Adopt Export Growth's FY2020 Strategic Initiatives and equip each committee member with one point that they will take back home to communicate with producers regarding how the checkoff is benefiting producers
- 1:20 PM Program
- 2:30 PM Adopt FY2020 Strategic Initiatives
- 3:00 PM Wrap-up, Next Steps and Adjourn