Purpose Statement: Develop strategies to communicate the structure, process, and program results to build understanding and ownership of the Beef Checkoff Program with checkoff investors.

4:30 PM  Welcome/Call to Order

1. Introductions

2. Approval of Agenda

3. Review Summer Meeting Minutes

4. Review Purpose Statement

5. FY2019 Strategic Direction Discussion

6. Producer Attitude Survey – Sarah Metzler, CBB

7. Producer Communications Program Update – Sarah Metzler, CBB

8. Other Business

9. Adjourn