New Statement of Purpose: Engage at committee meetings to understand and feel confident that, where applicable, market research is being used effectively to support how checkoff funded programs are being developed and/or evaluated.

Old Statement of Purpose: 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.

Agenda

3:30 PM Welcome
- Roll call and introductions
- Approve agenda and minutes
- Working group ground rules

3:40 PM Committee Meetings – Market Research Sharing and Discussion
- Nutrition and Health – Norm Voyles, Ruby Uhart, Karin Schaefer, Philip Weltmer
- Consumer Trust – Al Lyman, Steven Matthees, Kathy Creighton-Smith, George Cooksley, Lauren Scheller Maehling
- Innovation – Richard McElhaney, Tammy Basel, Bridget Bingham
- Safety – Jason Beyer, Patti Brumbach
- Export Growth – D.J. Edwards, Gary Deering

4:10 PM Wrap-up and Summer Business Meeting

4:15 PM Adjourn

Additional Meetings to Attend

<table>
<thead>
<tr>
<th>Consumer Insights</th>
<th>Checkoff Highlights</th>
<th>Cattlemen’s Beef Board</th>
<th>NCBA Board of Directors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, January 30</td>
<td>Thursday, January 31</td>
<td>Friday, February 1</td>
<td>Saturday, February 2</td>
</tr>
<tr>
<td>10:00 – 11:30 AM</td>
<td>2:00 – 4:00 PM</td>
<td>4:30 – 6:30 PM</td>
<td>7:30 – 10:00 AM</td>
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<tr>
<td>Convention Center Room 225-227</td>
<td>La Nouvelle Ballroom BC</td>
<td>Hilton Riverside Grand Salon A</td>
<td>Hilton Riverside Grand Ballroom AB</td>
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</tbody>
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Definitions:
- Channel Intelligence – The collection and analysis of Retail and Foodservice price and volume data.
- Market Research – The collection and analysis of consumer/influencer attitudes and behavior.