



Market Research Working Group DRAFT Agenda

2019 Cattle Industry Convention

New Orleans Ernest N. Morial Convention Center • Room 224

Friday, February 1 • 3:30-4:15 PM

Funded by the Beef Checkoff.

Norman Voyles Jr.: Co-Chairman (C)

Alan Lyman: Co-Chairman (F)

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,
 - Innovation – Richard McElhaney, Tammy Basel, Bridget Bingham
Lauren Scheller Maehling
 - 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

<i>Consumer Insights</i>	<i>Checkoff Highlights</i>	<i>Cattlemen's Beef Board</i>	<i>NCBA Board of Directors</i>
Wednesday, January 30	Thursday, January 31	Friday, February 1	Saturday, February 2
10:00 – 11:30 AM	2:00 – 4:00 PM	4:30 – 6:30 PM	7:30 – 10:00 AM
Convention Center Room 225-227	La Nouvelle Ballroom BC	Hilton Riverside Grand Salon A	Hilton Riverside Grand Ballroom AB

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.