



Market Research Working Group DRAFT Meeting Minutes

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)

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.

Motion to approve agenda: Made by McElhaney, Richard; Seconded by Edwards, D.J; Motion Passed

Motion to approve minutes from last meeting: Made by Edwards, D.J; seconded by and Creighton-Smith, Kathy; Motion passed

Highlights from meeting

- New Mission Statement conversation – no new revisions or questions arose
- Discussion on committee updates related to Market Research
- Discussion by the Co-Chairs with group letting them know the Market Research Working Group will continue reach out to all contractors for updates specific to Market Research.

Motion to Adjourn: Made by McElhaney, Richard; seconded by Matthees, Steven; motion passed

Meeting Adjourned