

# CONSUMER TRUST COMMITTEE MEETING AGENDA

## 2017 Cattle Industry Summer Business Meeting

Denver, CO

Hyatt Regency at Colorado Convention Center • Centennial Ballroom A

Part I – Thursday, July 13, 2017 • 2:00 p.m. – 6:00 p.m.

Part II – Friday, July 14, 2017 • 9:15 a.m. – 12:00 p.m.



Funded by the Beef Checkoff.

### Additional Meetings to Attend:

#### ***Checkoff Program Update Meeting***

Thursday, July 13, 2017

9:30 a.m. – 12:00 p.m.

Capitol Ballroom 1-3

Scott McGregor, Co-Chairman

Janna Stubbs: Co-Chairman

**Purpose Statement:** *Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.*

## Checkoff Committee Meetings – Part I

- |           |  |
|-----------|--|
| 2:00 p.m. | Welcome/Call to Order <ul style="list-style-type: none"><li>• Introductions</li></ul>  |
| 2:20 p.m. | Approve Agenda and Minutes   |
| 2:25 p.m. | Committee Agenda Overview <ul style="list-style-type: none"><li>• Review Mission Statement &amp; Committee Ground Rules</li><li>• Meaning of Consumer Trust and Priorities</li><li>• Consumer Focus group footage</li><li>• Checkoff Program FY17 review – Scott and Janna</li></ul> |
| 2:35 p.m. | Review AR Process and Tactic Scoring and Desired Outcomes <ul style="list-style-type: none"><li>• Show sample completed scorecard and watch video</li></ul>  |
| 2:45 p.m. | Contractors Present FY 2018 Authorization Requests <ul style="list-style-type: none"><li>• Score each tactic based on how well it supports committee prioritized LRP initiatives</li></ul>   |
| 5:55 p.m. | Wrap Up and Next Steps   |
| 6:00 p.m. | Adjourn  |

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## Checkoff Committee Meetings – Part II

- 9:15 a.m. Welcome/Call to Order
- 9:20 a.m. Committee Agenda Overview
- Today's Goal: Gather committee's comments to be provided to the Operating Committee with scores from Day 1
- 9:40 a.m. Engage Contractors for Additional Information
- Questions
  - Clarification
- 10:15 a.m. AR Tactic Scoring Exercise
- Present Scores
  - Group discussion
  - Collect and Compile committee comments
- 11:50 a.m. Wrap Up and Next Steps
- 12:00 p.m. Adjourn

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