

EXPORT GROWTH COMMITTEE MEETING AGENDA

2017 Cattle Industry Summer Business Meeting

Denver, CO

Hyatt Regency at Colorado Convention Center • Centennial Ballroom C

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

Hugh Sanburg, Co-Chairman

Clark Price, Co-Chairman

Purpose Statement: *To set priorities for the operating committee and give direction to contractors to develop Export Market Development Authorization Requests in order to support an increase in value of beef exports as a percent of total production to 16 percent.*

Checkoff Committee Meetings – Part I

- 2:00 p.m. Welcome/Call to Order
- Introductions
- 2:25 p.m. Approve Agenda and Minutes
- 2:30 p.m. Committee Agenda Overview
- Review Mission Statement & Committee Ground Rules
 - *Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.*
 - Today's Goal – Review and Score Checkoff Contractor AR (Authorization Request) Tactics
- 2:35 p.m. Review AR Process and Tactic Scoring (watch video)
- 2:45 p.m. Contractors Present FY2018 ARs
- Score each tactic based on how well it supports committee prioritized LRP initiatives
- 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 specific to ARs
- Questions
 - Clarification
- 10:15 a.m. AR Tactic Scoring Alignment
- Present scores
 - Collect and compile committee comments
- 11:50 a.m. Wrap-up and Next Steps
- 12:00 p.m. Adjourn