**Market Research Working Group Meeting Minutes**

2017 Cattle Industry Annual Summer Meetings

Hyatt Regency Denver at the Colorado Convention Center

Denver, CO

July 14, 2017 – 1:30 am – 2:30 am MT

***Dianne Kirkbride, Co-****Chairman*

***Bill McDonald, Co-****Chairman*

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| **Statement of Purpose:** | On behalf of decision makers, market research and intelligence provides insights on consumer and influencer behavior to guide program direction and track progress for the beef industry’s long range plan.  |
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| **Members (11):** | Dianne Kirkbride (co-chair), Bill McDonald (co-chair), Lauren Scheller Maehling, Tammy Basel, Kathy Creighton-Smith, Gary Deering, Alan Lyman, Steven Matthees, Richard McElhaney, Gary Sharp, Philip Weltmer |
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| **Guests: (13)** | Donna Sharp, Lynn Keetch, Janna Stubbs, Norman Voyles, Keith York, John Freitag, Lloyd DeRuyter, Laurie Bryant, Don Smith, Stacy McClintock, Joan Ruskamp, Bill King, Sarah Childs  |
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| **Staff (6):** | NCBA--John Lundeen, Shawn Darcy, Alison Krebs, Colleen Moore, Rick Husted, Camille Reents  |
| **Welcome/Call to Order/Introduction** Dianne Kirkbride, Co-Chairman, welcomed everyone to the working group, and introduced a new member Philip Weltmer who is replacing Todd Inglee. Gary Sharp moved to approve the minutes of the 2/3/17 meeting, Dick McElhaney seconded the motion. Dianne asked for a vote on the motion to approve the minutes of 2/3/17 and all were in favor to approve.**Overview of Committee Meetings**John spoke on the tactics and asked for discussion from each committee. * Nutrition and Health (Alan Lyman & Philip Weltmer)
* Safety (Jason Beyer not present)
* Export Growth (Gary Deering and Gary Sharp)
* Consumer Trust (Steven Matthees, Charlie Price, Kathy Creighton-Smith, Lauren Scheller Maehler, Patti Brumbach, Karin Schaefer)
* Innovation (Bill McDonald, Tammy Basel, Dick McElhaney, Dianne Kirkbride, Bridget Bingham)

There was a great deal of discussion surrounding each committee and the A/R tactics presented at each. |
| **Wrap-Up**Dianne adjourned the Market Research Working Group meeting at 2:30 p.m.  |