



Funded by the Beef Checkoff.

Consumer Trust Committee DRAFT Meeting Minutes

2019 Cattle Industry Summer Business Meeting

Gaylord Rockies Resort & Convention Center • Red Rock 6 - 7

Part I – Tuesday, July 30, 2019 • 2:00 PM – 6:00 PM

Part II – Wednesday, July 31, 2019 • 9:15 AM – 12:00 PM

Janna Stubbs: Co-Chairman (CBB)

VeaBea Thomas: Co- Chairman (Federation)

Jeff Florence: Staff Liaison

Purpose Statement:	Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.
Attendees:	Janna Stubbs, VeaBea Thomas, Ralph Blalock Jr, Jared Brackett, Trista Brown-Priest, Heather Buckmaster, Cliff Coddington, George Cooksley, Roy Copelan, Kathy Creighton-Smith, Michelle Cutler, Randall Debler, Bree DeNaeyer, Spencer Ellis, Katharine Jackson, Spencer Jacobs, Sean Jones, Ken Krutz, Jean Lam, Steven Lastovica, Alan Lyman, Travis Maddock, Nathan Martin, Steven Mathees, Bill McLaren, George Quackenbush, Lucy Rechel, Steve Rehder, James Schmidt, Don Smith, Don Terry, Kevin Thielen, John Thompson, Vaughn Thorstsenson, Michael White, Zachary Yanta
NCBA Staff:	Jeff Florence, Autumn Velez

Checkoff Committee Meetings – Part I

2:01 PM – Co-Chair VeaBea Thomas called the meeting to order.

2:15 PM – A motion to approve the meeting agenda and minutes was made. The motion was seconded and passed unanimously.

2:17 PM – Co-Chair Janna Stubbs reviewed the Committee Agenda Overview, committee purpose statement, goal, and ground rules, and tactic scoring process.

2:20 PM – Contractors Start Presenting FY2020 Tactics

2:21 PM – NCBA starts presentation:

Rick Husted presented AR 2011- G (*Foundational Market Research*)

Jennifer Tillis presented AR 2011-E (*Sustainability Research and Scientific Affairs*), AR 2033-C (*Media & Media Relations Efforts*), 2033-A (*Issues and Crisis Management and Planning*), 2033-B (*Beef Advocacy Training and Engagement*)

Chase DeCoite presented: AR 2033-C (*Beef Quality Assurance (BQA)*)

3:10 PM – Floor opened for Q & A with NCBA



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3:46 PM – AFBFA presentation:

Rick Henningfield, Sara Cooper, and Brian Beierle presented AR 2021-C (*Promotion of Beef based Curriculum Resources to Science Educators and Education Leaders*)

4:00 PM – Floor opened for Q&A

4:08 PM – NAMI presentation:

Donna Moenning presented AR 2030-A (*Veal Quality Assurance*), 2030-B (*Crises Management Plan*), 2030-C (*Veal Farm Website and Social Media Outreach*), 2030-D (*Veal Education Material*)

4:30 PM – Floor opened for Q&A

4:46 PM – USCA presentation:

Glynn Tonsor presented AR 2012-A (*Meat Demand Monitor*)

4:55 PM – Floor opened for Q&A

5:11 PM – MICA/ NEBPI presentation:

Christie Brown and Arika Pellman presented AR 2020-A (*Supply Chain Engagement*), 2020-B (*Consumer Marketing*), 2020-C (*Nutrition Influencer Engagement*)

5:34 PM – Floor opened for Q&A

5:35 PM - Wrap Up and Next Steps

5:38 PM - Adjourn



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Checkoff Committee Meetings – Part II

9:15 AM - Co-Chair VeaBea Thomas welcomed and called meeting to order.

9:16 AM - Co-Chair Janna Stubbs covered the committee Agenda Overview.

9:17 AM - Floor opened for questions and clarification from **USCA**.

9:37 AM - Floor opened for questions and clarification from **NCBA**.

10:02 AM - Floor opened for questions and clarification from **NAMI**.

10:05 AM - Floor opened for questions and clarification from **MICA/ NEBPI**.

10:11 AM - Floor opened for questions and clarification from **AFBFA**.

10:15 AM - Break

10:22 AM - Scores were shown and committee aligned on comments to contractors.

11:06 AM - Co-Chair Janna Stubbs covered the wrap-up and next steps.

11:12 PM - A motion to adjourn was made. Meeting adjourned.