

Consumer Trust Committee DRAFT Meeting Agenda

2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

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

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

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



Funded by the Beef Checkoff

Additional Meeting to Attend:

Checkoff Highlight Session

Tuesday, July 30, 2019

9:30 AM – 12:00 PM

Colorado Ballroom B

Janna Stubbs: Co-Chairman (C)

Veabea Thomas: Co-Chairman (F)

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.*

Checkoff Committee Meetings – Part I

- | | |
|---------|--|
| 2:00 PM | Welcome/Call to Order <ul style="list-style-type: none">• Introductions |
| 2:25 PM | Approve Agenda and Minutes |
| 2:30 PM | Committee Agenda Overview <ul style="list-style-type: none">• Review purpose statement and committee ground rules• Today's Goal – Review and score Checkoff contractor tactics for FY2020 |
| 2:35 PM | Review Tactic Scoring and Process |
| 2:45 PM | Contractors Present FY2020 Tactics <ul style="list-style-type: none">• Contractor names and presentation order will be provided at meeting• Score each tactic based on how well it supports committee prioritized LRP initiatives |
| 5:55 PM | Wrap Up and Next Steps |
| 6:00 PM | Adjourn |

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Checkoff Committee Meetings – Part II

- 9:15 AM Welcome/Call to Order
- 9:20 AM Committee Agenda Overview
- Today's Goal: Gather committee's comments to be provided to the Operating Committee with tactic scores from Day 1
- 9:40 AM. Engage Contractors for Additional Information Specific to Tactics
- Questions
 - Clarification
- 10:15 AM Tactic Scoring Alignment
- Present scores
 - Alignment on final committee comments
- 11:50 AM Wrap-up and Next Steps
- 12:00 PM Adjourn

Board Meetings:

Wednesday, July 31

4:30 – 6 PM

Cattlemen's Beef Board Meeting

Colorado Ballroom B

Thursday, August 1

7:30 – 10:30 AM

NCBA Board of Directors Meeting

Colorado Ballroom A