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.

- Adopt Animal I.D. Traceability Systems
- Increase Market Access
- Promote Unique Attributes of U.S. Beef

Checkoff Committee Meetings – Part I

2:00 PM  Welcome/Call to Order
- Introductions

2:25 PM  Approve Agenda and Minutes

2:30 PM  Committee Agenda Overview
- 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
- 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
**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