Purpose Statement: Develop strategies that communicate checkoff-funded program results, educate, and build relationships with checkoff investors to gain a better understanding of the Beef Checkoff Program.

12:30 PM Welcome/Call to Order
- Introductions
- Approve Agenda
- Approve Minutes of Prior Meeting
- Working Group Ground Rules
- Review Purpose Statement

12:50 PM Review Tactic Scoring Process

1:00 PM Contractor Presentation of FY 2020 Producer Communications AR
- Score each tactic based on how well it supports the working group’s LRP strategic initiatives
- Questions for contractor

2:00 PM Break

2:15 PM Tactic Scoring Alignment
- Present and discuss scores
- Follow-up questions for contractor
- Vote to approve score for each tactic
- Working Group members develop comments

2:45 PM Wrap Up and Next Steps

3:00 PM Adjourn