



Funded by the Beef Checkoff

Market Research Working Group DRAFT Meeting Agenda

2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort and Convention Center • Homestead 2 Room

Wednesday, July 31, 2019 • 1:30 PM – 3:00 PM

Norman Voyles Jr.: Co-Chairman (C)

Alan Lyman: Co-Chairman (F)

Purpose Statement: Engage at committee meetings to understand and feel confident that, where applicable, market research is being used effectively to support how checkoff funded programs are being developed and/or evaluated.

- 1:30 PM Welcome (AI/Norm)
- Roll call and introductions
 - Approve agenda and minutes
 - Working group ground rules
 - Purpose statement
 - FY2020 committee priorities
- 1:40 PM Market Research & Channel Intelligence AR Discussion
- Revisit ARs
 - Review AR scores from Committee Meetings
 - Discussion on ARs from Committee Meetings
 - Q & A on ARs
 - Any feedback to enhance ARs
 - Any Market Research or Channel Intelligence knowledge gaps
- 2:50 PM Wrap-up (AI/Norm)
- 3:00 PM Adjourn