

# Nutrition & Health Committee DRAFT Meeting Agenda

## 2019 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Red Rock 2 - 3 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

Torri Lienemann: Co-Chairman (C)

Russ Uselton: Co-Chairman (F)

**Purpose Statement:** *Develop credible science-based research to effectively communicate to consumers, key opinion leaders, and beef community stakeholders in order to inform them about the nutritional and health benefits of beef.*

### **Checkoff Committee Meetings – Part I**

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