

## **BEEF INDUSTRY LONG RANGE PLAN 2016-2020**

VISION – To responsibly produce the most trusted and preferred protein in the world.

MISSION – A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasing global population while responsibly managing our livestock and natural resources.

### **DRAFT AGENDA BEEF PROMOTION OPERATING COMMITTEE EMBASSY SUITES DENVER INTERNATIONAL AIRPORT HOTEL DENVER, COLORADO**

#### **Tuesday, September 10 – 8:00 a.m.**

1. Call to Order
2. Establish a Quorum
3. Approve Agenda
4. Approve Minutes of May 2, 2019 Conference Call
5. Financial Report and Available Funds for FY 2020
6. Evaluation Advisory Committee Report
7. Amended Authorization Request and Action on Request
  - No-Cost Amendment to 1811-R, NAMI
8. Presentation of FY 2020 Contract
9. Review of Operating Committee Schedule and Procedures
10. Presentation of FY 2020 Authorization Requests
  - Promotion
  - Foreign Marketing
  - Producer Communications
  - Research
  - Industry Information
  - Consumer Information
11. Identify FY 2020 ARs which have unanimous support and ARs which need to be set aside for further discussion.
12. Action on FY 2020 ARs

#### **Wednesday, September 11 - 8:00 a.m. - Reconvene**

13. Action on FY 2020 Authorization Requests (continued)
14. Action on FY 2020 Budget Amendment
15. Action on FY 2020 Contract
16. Other Business
17. Adjourn