

# Consumer Trust Committee DRAFT Meeting Minutes

2020 Cattle Industry Convention and NCBA Trade Show

San Antonio, TX

Henry B. Gonzalez Convention Center • 217C

Thursday • Feb 6 • 1:30 - 4:30 PM



Funded by the Beef Checkoff.

Bill McLaren, Co-Chairman (C)  
VealBea Thomas, Co-Chairman (F)  
Jeff Florence, Staff Liaison

<b>Purpose Statement:</b>	Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.
<b>Attendees:</b>	Ralph Blalock Jr, Jared Brackett, Heather Buckmaster, Cliff Coddington, George Cooksley, Roy Coplean, Kathy Creighton-Smith, Michelle Cutler, Randall Debler, Bree DeNaeyer, Dana Ehrlich, Spencer Ellis, Bruce Jackson, Katharine Jackson, Flint Johns, Sean Jones, Ken Krutz, Jean Lam, Jesse Larios, Steven Lastovica, Alan Lyman, Travis Maddock, Nathan Martin, Steven Mathees, Bill McLaren, Melvin Medeiros, Paul Moss, George Quackenbush, Lucy Rechel, Steve Rehder, James Schmidt, Don Smith, Janna Stubbs, Don Terry, Kevin Thielen, VealBea Thomas, John Thompson, Vaughn Thorstenson, Michael White, Zachary Yanta, Jerry Yates
<b>NCBA Staff:</b>	Jeff Florence, Autumn Velez

**1:30 VealBea Thomas** calls meeting to order.

**1:34 Bree DeNaeyer** made a motion to approve meeting agenda. **Bruce Jackson** seconds motion. Motion to approve meeting agenda passed unanimously.

**1:35 VealBea Thomas** reviews purpose statement and committee ground rules.

**1:36** Committee members introduce themselves.

**1:53 James Schmidt** made a motion to approve minutes. **Cliff Coddington** seconds motion. Motion to approve minutes passed unanimously.

**1:54 PM** Review Beef Checkoff Planning Process.

**1:58 PM** Review FY 2020 Strategic Initiates.

**2:01 PM All Committee Members** discuss FY 2021 Strategic Initiates at tables.

**2:57 PM Zach Yanta** made a motion to adopt the proposed FY 2021 Strategic Initiates (below). **Bruce Jackson** seconds motion. Motion to adopt FY 2021 Strategic Initiates approved.

- Develop Crisis Management Plan
- Protect Beef's Image
- Connect and Communicate Directly with Consumers

**2:59 PM** Break

**3:04 PM** Return



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**3:04 PM** Contractor Updates on FY2020 Programs and Q&A.

**3:04 PM USCA** starts presentation.

**3:06 PM NAMI** starts presentation.

**3:12 PM NCBA** starts presentation.

**3:18 PM MICA/NEBPI** starts presentation.

**3:24 PM AFBA** starts presentation.

**3:30 PM** Floor opened for questions for contractors.

**4:06 PM Don Smith** makes a motion to adjourn meeting. **John Thompson** seconds motion. Motion to adjourn meeting approved.

**4:06 PM** Meeting adjourned.