Purpose Statement: Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.

1. Welcome/Call to Order
   • Introductions
2. Approve Agenda and Minutes
3. Committee Agenda Overview
   • Review purpose statement and committee ground rules
   • Today’s goals: adopt Strategic Initiatives and learn about checkoff programs
4. Review Beef Checkoff Planning Process
5. Adopt FY2021 Strategic Initiatives
6. Break
7. Contractor Updates on FY2020 Programs and Q&A
8. Wrap Up, Next Steps, Adjourn