



Funded by the Beef Checkoff.

Consumer Trust DRAFT Meeting Agenda

2020 Cattle Industry Convention and NCBA Trade Show

San Antonio, TX

Henry B. Gonzalez Convention Center • Room 217C

Thursday • Feb 6 • 1:30 - 4:30 PM

Additional Meetings to Attend

Checkoff Highlight Session

Wednesday, February 5

1:00 – 3:00 PM

Convention Center

Stars at Night Ballroom – B4

CBB Board Meeting

Friday, February 7

9:00 – 11:00 AM

Convention Center

Room 221 B/C

NCBA Board of Directors

Friday, February 7

1:00 – 4:00 PM

Convention Center

Stars at Night Ballroom – B1 - B3

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

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**