Purpose Statement: To set priorities for the operating committee and give direction to contractors to develop Export Market Development Authorization Requests in order to support an increase in value of beef exports as a percent of total production to 16 percent.

1. Welcome/Call to Order

2. Approve Agenda and Minutes from Summer Business Meeting

3. Committee Agenda Overview
   a. Introductions
   b. Today’s Goal: Adopt Export Growth’s FY2021 Strategic Initiatives and equip each committee member with one point that they will take back home to communicate with producers regarding how the checkoff is benefiting producers

4. Review Beef Checkoff Planning Process, the Long Range Plan, and previous year’s Strategic Initiatives
   a. Adopt Animal I.D. Traceability Systems
   b. Increase Market Access
   c. Promote Unique Attributes of U.S. Beef

5. Contractor Updates on FY2020 Programs and Q&A

6. Adopt FY2021 Strategic Initiatives

7. Other Business, Wrap Up, Next Steps, Adjourn