Purpose Statement: Support the Long-Range Plan by identifying and prioritizing initiatives to provide safe and wholesome beef and beef products to maintain and grow consumer confidence and trust.

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