



Cattlemen's Beef Board Meeting Minutes

Wednesday, July 29, 2020

3:30 PM – 5:30 PM

Zoom Teleconference

DRAFT

Call to Order

Chair Jared Brackett called the 68th meeting of the Cattlemen's Beef Promotion and Research Board to order at 3:30 p.m. mountain time and led CBB members in the Pledge of Allegiance.

Vice Chair Hugh Sanburg provided the Invocation.

Establish a Quorum

Chair Jared Brackett declared a quorum was present.

Agenda

Chair Jared Brackett asked for a motion to approve the agenda.

Kent Bamford moved, and Philip Perry seconded approval of the agenda as submitted. Motion passed.

Welcome New CBB Members

Chair Jared Brackett recognized the new CBB members: Anne Ilse Anderson, Danny Bentley, Celeste Blackburn, Seth Denbow, Cheryl DeVuyst, Trish Downton, Mike Echeverria, Debbie Gill, Mary Graner, Jeri Hanson, Ross Havens, Jason Hitch, Daphne Holterman, Diane Hoover, Cathy Jauch, Amy Langvardt, Bill Lipscomb, Bill McDonald, Justin Rahn, Jody Rogers, Marty Stingley and Claudia Scott Wright. Chair Brackett thanked them for their willingness to engage in protecting, enhancing, and sustaining the beef industry.

Under Secretary Greg Ibach

Chair Jared Brackett welcomed the USDA's Under Secretary for Marketing and Regulatory Programs, Greg Ibach via video. Under Secretary Ibach addressed the Beef Board members regarding the shared responsibility USDA and the Beef Board has regarding oversight of the checkoff program and provided updates on many of those programs as well as other issues facing the industry. Chair Brackett thanked Under Secretary Ibach for his dedication to the beef industry and for being with us this week through our meetings.

CEO Report

Greg Hanes, CEO, thanked everyone for joining via zoom. Mr. Hanes noted CBB is working very closely with USDA/AMS around the petition and have shared various information. Mr. Hanes noted if any members have questions or concerns around the Checkoff, please feel free to reach out to him or the CBB Office. Hanes noted the Evaluation Committee has some exciting new evaluation reports coming out soon which should be very useful to the various committees, including the BPOC.

At past meetings, Mr. Hanes has stressed the need to be more aggressive in working with our partners and stakeholders to get more information out about the Checkoff. In response to this need, he has been working with the officers to develop the Checkoff Communications Resource initiative. This initiative, which would allow an additional staff resource at CBB, was shared with the Budget & Audit Committee and the Executive Committee earlier this week. They both approved the plan and budget shift so it will also be presented to the Beef Promotion Operating Committee this week.

Beef Board Mission Statement

The Cattlemen's Beef Promotion & Research Board is dedicated to improving producer profitability, expanding consumer demand for beef, and strengthening beef's position in the marketplace.



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Greg Hanes introduced Bill Even, CEO of the Pork Checkoff. Mr. Even is based in Des Moines, IA where he has responsibility for leading Checkoff funded research, promotion, and education projects on behalf of the nation's 60,000 pork producers.

Bill Even, CEO, provided an update on their team structure, core competencies, and COVID-19 incident coordination center.

Chair Jared Brackett thanked Mr. Even for joining us today and thanked him for his time, dedication, and leadership to the agriculture industry.

Minutes

Randall Debler moved, and Bob Mitchell seconded to approve the February 7, 2020 Board meeting minutes as emailed and posted on the CBB meeting site. Motion passed.

Financial Report

Norman Voyles, CBB Secretary/Treasurer, presented an overview of CBB's financial statements through June 2020. Mr. Voyles also reported that year-to-date assessment revenues for fiscal year 2020 are slightly down than the same period last year.

FY 2021 Recommended Budget

Norman Voyles, CBB Secretary/Treasurer, presented a FY 2021 preliminary budget of \$42.6 million, as recommended by the CBB Budget & Audit Committee, Beef Promotion Operating Committee and Beef Board Executive Committee.

Norman Voyles moved, and Laurie Bryant seconded to approve the preliminary FY 2021 Beef Board budget as presented. Motion passed.

CBB Chair Report

Chair Jared Brackett thanked everyone for participating in our virtual meetings this week and thanked the CBB staff for all their hard work. Chair Brackett noted we are a great industry, and the Checkoff is one of the hallmarks of strength and success from the past 30 years. Chair Brackett is happy to chat with anyone at any time and looks forward to getting together again face-to-face.

Executive Committee Report

Executive Committee Chair, Hugh Sanburg, thanked the Beef Board members for the opportunity to speak on the activities of the Executive Committee. Mr. Sanburg recognized the Executive Committee members.

Mr. Sanburg reviewed the Executive Committee's actions since the previous full Board meeting on February 5, 2020 and provided the Executive Committee minutes via email for review and approval.

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Hugh Sanburg moved, and Kent Bamford seconded to ratify the actions in the February 5, March 19, May 14, June 25, and July 15, 2020 Executive Committee meeting minutes. Motion passed.

Regional Nominating Committee Member Selection

Pursuant to the policies and procedures approved as a full Board, the 2021 CBB Nominating Committee members were elected virtually from each of the six regions. Each region heard comments from regional candidates and then voted. The resulting 2021 Nominating Committee members are:

- Region 1 – Jack Parent, VT
- Region 2 – Bruce Jackson, AR
- Region 3 – Seth Denbow, TX
- Region 4 – Kent Bamford, CO
- Region 5 – Bree DeNaeyer, NE
- Region 6 – Wally Schulthess, UT

Chair Jared Brackett congratulated the Nominating Committee members for FY 2021.

Beef Industry Long Range Plan

Chair Jared Brackett introduced Chair of the Beef Industry Long Range Plan Kim Brackett to present the FY 2021-2025 Beef Industry Long Range Plan. Chair Brackett thanked Mrs. Brackett and the entire Beef Industry Long Range Plan Task Force for the time you have dedicated to creating this plan.

Bree DeNaeyer moved, and Penny Zimmerman seconded to approve the FY 2021-2025 Beef Industry Long Range Plan. Motion passed.

CBB Nominating Committee Region Map Proposed Changes

Chair Jared Brackett reviewed the proposed updated Nominating Committee region map which was sent out with your meeting materials prior to this meeting. As required by the Beef Promotion and Research Act and Order, the number of Beef Board members from each individual state or geographic region is proportional to that state's cattle inventory, and USDA recently requested that CBB staff conduct an inventory analysis which resulted in a reapportionment for FY2021. The new CBB regions would take effect beginning FY2021.

Philip Perry moved, and Bill McLaren seconded to approve the proposed Nominating Committee regions map. Motion passed.

Checkoff Program Committee Reports

The Board heard reports from the following committees and working groups:

- Consumer Trust – Co-Chair Bill McLaren
- Export Growth – Co-Chair Jimmy Taylor

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- Innovation – Co-Chair Katie Cooper
 - Nutrition & Health – Co-Chair Torri Lienemann
 - Safety – Co-Chair Bob Mitchell
 - Market Research Working Group – Co-Chair Norman Voyles
 - Investor Relations Working Group – Co-Chair Brian Malaer
 - Evaluation Advisory – Chair Jackie Means

Chair Jared Brackett thanked the board members for their service on these committees and working groups.

Litigation Update

Wayne Watkinson, Legal Counsel, provided an update on litigation.

Other Business

Chair Jared Brackett asked if anyone had any other business to bring before the board. No other items were brought to the board.

Executive Session

Chair Jared Brackett asked if any board member felt the need to go into executive session. No one brought any items up for executive session discussion.

There being no further business, Steve Hobbs moved and Jackie Means seconded to adjourn the CBB meeting at 5:50 PM MT. Motion passed.

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