



Checkoff Evaluation Committee DRAFT Meeting Agenda

2020 Cattle Industry Summer Business Meeting

Gaylord Rockies Resort & Convention Center • Aurora, CO

Monday, July 27, 2020 • 1:30 PM – 3:30 PM • Adams Ballroom B

Funded by the Beef Checkoff.

JOIN MEETING VIRTUALLY

Join Zoom Meeting: <https://zoom.us/j/95236901265?pwd=YjJtUXJZSHhuOVp1M3hVMzZTRlJiQT09>

Meeting ID: 715563

To Join Via Audio Only: (253) 215-8782

Jackie Means: Chair (C)
Ryan Moorhouse: Vice Chair (F)

Purpose Statement

The Joint Evaluation Advisory Committee will measure program effectiveness in accomplishing industry and program goals, objectives, and strategies, to inform the program decisions of producer leaders. The evaluation process is essential for improving future programs, strengthening producer profitability, and enhancing accountability to producers.

Welcome/Call to Order

Approve Agenda

Review 2020 Orientation Webinar Minutes of April 29, 2020

Evaluation Committee Roles & Responsibilities Review

U.S. Beef Demand Drivers and Plant-based Protein Impact Study Update

FY20 3rd Quarter Checkoff Program Report

Evaluation Process – Input & Feedback from Committee Members

Other

Adjourn

ADDITIONAL MEETINGS TO ATTEND

Checkoff Highlight Session

Tuesday, July 28, 2020 • 9:30 AM – 11:30 AM • Adams Ballroom A

Cattlemen's Beef Board Meeting

Wednesday, July 29, 2020 • 4:00 PM – 6:00 PM • Adams Ballroom A

NCBA Board of Directors Meeting

Wednesday, July 29 • 6:00 PM – 8:00 PM • Aurora Ballrooms B C D