

# Export Growth Committee DRAFT Meeting Minutes

2020 Cattle Industry Convention and NCBA Trade Show

San Antonio, TX

Henry B. Gonzalez Convention Center • 217A

Thursday • Feb 6 • 1:30 - 4:30 PM



Funded by the Beef Checkoff.

Jimmy Taylor, Co-Chairman (C)

Bill Lickley, Co-Chairman (F)

Amy Johnson, Staff Liaison

<b>Purpose Statement:</b>	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.
<b>Attendees:</b>	Lickley, Bill; Taylor, James; Bosshamer, Ann Marie; Kline, Sharon; Weiss, Stephanie; Wortham, Richard; Bartholomew, Tammy; Brown, Rich; Edwards, D.J.; Eschliman, Jim; Grande, Lynda; Kent, Amelia Levin; Means, Jackie; Perry, Philip; Petsch, Irvin J; Pinheiro, Rocky; Price, Charlie; Quam, Terry; Rideout, Mary Jo; Sampson, Brian; Slovek, Bill; Sorbello, Fred; Zimmerman, Penny; Anderson, Rosemary; Bassett, Charles; Beverly, Joel; Brown III, Austin; Crow, Janet; Deering, Gary; Fountain Jr, Robert Q; Hanrahan, Daniel Patrick; Johnson, Joe; Link, Sue; Maag, Douglas M; Moorhouse, Ryan; Morris, Brett; Para, Liz; Patton, Gary; Price, Clark; Rudolph, Jeff; Thomas, Tracy
<b>NCBA Staff:</b>	Amy Johnson, staff liaison; Ty Brayton, meeting assistant; Cyndi Heimerich, CBB

## Welcome/Call to Order

**Bill Lickley** welcomed everyone and called the meeting to order at 1:31 PM.

**Jimmy Taylor** reviewed agenda and the attendee's meeting packets. **Bill** then discussed ways the committee members can stay in touch with Beef Checkoff work and USMEF between meetings. The committee discussed having a webinar prior to the Summer Business Meeting.

**Jimmy** reviewed the committee ground rules.

## Approve Agenda and Minutes

**Austin Brown III** made a motion to approve the agenda provided at their seat (an updated version to the one provided in their meeting packet.) **Tracy Thomas** 2<sup>nd</sup> motion. Motion carried.

**Phil Perry** made a motion to approve the minutes. **Penny Zimmerman** 2<sup>nd</sup> motion. Motion carried.

## Planning Flow Chart

**Jimmy** reviewed the Beef Checkoff Planning Cycle and 2021-2026 Long Range Plan (LRP) planning cycle found in their committee workbook.

## Committee Agenda Overview

**Bill** then asked the committee members to introduce themselves by sharing their name, which state they represent, the part(s) of the beef industry they work, and which export partner they've visited or would most like to visit.



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**Jimmy** then reviewed the desired outcomes of the afternoon, to 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.

## Purpose Statement Review

**Bill** reviewed the committee's current purpose statement, which is on the minutes above and discussed thoughts he and Jimmy had regarding edits and opened the floor for discussion. **Amy Johnson** typed possible options and after some discussion **Phil Perry** made a motion to adopt the following as the updated Export Growth Purpose Statement and **Brett Morris** 2<sup>nd</sup> the motion.

Updated Export Growth 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 demand for US beef in export markets.*

## Review Beef Checkoff Planning Process, the Long Range Plan, and previous year's Strategic Initiatives and Adopt FY2021 Strategic Initiatives

**Bill** then reviewed the committee's FY2020 Strategic Initiatives, which contractors are working from at this time and discussed thoughts he and Jimmy had regarding the addition of "Develop Crises Management Plans" and opened the floor for discussion. After discussion; **Gary Deering** made a motion to adopt the following as their FY2021 Strategic Initiatives and **Penny Zimmerman** 2<sup>nd</sup> the motion.

FY2021 Export Growth Strategic Initiatives:

- Adopt Animal I.D. Traceability Systems
- Develop Crises Management Plans
- Increase Market Access
- Promote Unique Attributes of U.S. Beef

## Contractor Updates on FY2020 Programs and Q & A

The USMEF team provided an FY2020 update, leaving time for questions and answers.

## Other Business, Wrap Up, Next Steps, Adjourn

**Jimmy** thanked USMEF for their presentation and asked everyone to check the committee roster before leaving and update any out-of-date information

**Bill** wrapped up by reminding committee members that the next committee meeting would be at the Summer Business Meeting, July 27-30, 2020, Denver, Colorado – Gaylord Rockies.

## Adjourn

**Irv Petsch** made a motion to adjourn the meeting; **Gary Deering** 2<sup>nd</sup> the motion and the meeting concluded.