



Funded by the Beef Checkoff.

# Consumer Trust Committee DRAFT Meeting Agenda

## 2020 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Room: Cottonwood 8-9

Part I – Tuesday, July 28, 2020 • 2:00 PM – 6:00 PM

Part II – Wednesday, July 29, 2020 • 9:15 AM – 12:00 PM

### Additional Meetings to Attend

#### **Checkoff Highlight Session**

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

#### **CBB Board Meeting**

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

#### **NCBA Board of Directors**

Wednesday, July 29  
6:00 – 8:00 PM  
Aurora Ballroom BCD

#### **Checkoff Market Research: Consumer Insights Meeting**

Wednesday, July 29 — 12:00 – 1:30 PM  
Adams Ballroom A

Bill McLaren: Co-Chairman (C)  
VeaBea Thomas: Co-Chairman (F)  
Jeff Florence: Staff Liaison

**Purpose Statement:** *Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.*

### **Checkoff Committee Meetings – Part I**

- 2:00 PM Welcome/Call to Order
  - Introductions
- 2:25 PM Approve Agenda and Minutes
- 2:30 PM Committee Agenda Overview
  - Review purpose statement and committee ground rules
  - Today’s Goal – Review and score Checkoff contractor tactics for FY2021
- 2:35 PM Review Tactic Scoring and Process
- 2:45 PM Contractors Present FY2021 Tactics
  - Contractor names and presentation order will be provided at meeting
  - Score each tactic based on how well it supports committee prioritized LRP initiatives
- 5:55 PM Wrap Up and Next Steps
- 6:00 PM Adjourn



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## Checkoff Committee Meetings – Part II

- 9:15 AM Welcome/Call to Order
- 9:20 AM Committee Agenda Overview
- Review tactic scores
  - Gather committee's comments to be provided to the Operating Committee
- 9:40 AM. Engage Contractors for Additional Information Specific to Tactics
- Questions
  - Clarification
- 10:15 AM Tactic Comment Alignment
- Alignment on final committee comments
- 11:50 AM Wrap-up and Next Steps
- 12:00 PM Adjourn