



Consumer Trust DRAFT Meeting Minutes

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

Bill McLaren, Co-Chairman (C)
 Veabea Thomas, Co-Chairman (F)
 Jeff Florence, Staff Liaison

Checkoff Committee Meeting – Part I

Purpose Statement:	Grow consumer trust in beef and beef production to inspire confidence in purchasing decisions through honest and transparent communication.
Attendees: (IP = In-person / V = Virtual):	Veabea Thomas (IP), Bill McLaren (V), Steve Rehder (IP), Heather Buckmaster (IP), Todd Inglee (IP), George Quackenbush (IP), Don Terry (IP), Jaret Moyer (IP), Ralph Blalock Jr (IP), Barb Downey (IP), Al Lyman (IP), Travis Maddock (IP), George Cooksley (IP), Dale Sandlin (IP), Dana Ehrlich (V), Bruce Jackson (V), Ross Havens (V), Michele Cutler (V), Zack Yanta (V), Vaughn Thorstenson (V), John Thompson (V), Daphne Holterman (V), Travis Justice (V), Steven Lastovica (V), Don Smith (V), Kathy Creighton-Smith (V), Melvin Medeiros (V), Katharine Jackson (V), Diane Hoover (V), Jean Lam (V), Randall Debler (V), Nathan Martin (V), Michael White (V), Jared Brackett (V), Kevin Thielen (V), Jerry Yates (V), Trish Downton (V), Bree DeNaeyer (V), Ken Krutz (V), Justin Rahn (V)
Staff Liaisons:	Jeff Florence, Chase DeCoite

2:13pm – Bill McLaren calls meeting to order.

2:15pm – Jaret Moyer moves to approve the agenda and minutes. **Don Terry** seconds. **All agreed.**

2:19pm – Bill McLaren reviews the purpose statement

2:24pm – Veabea Thomas reviews the scoring process.

2:29pm – Contractor Presentations begin.

2:30pm – Donna Moenning presents for NAMI

3:26pm – Arika Pellman, Kaitlyn Swope, and Jennifer Orr present for Northeast Beef Promotion Initiative

4:10pm – Jennifer Tillis, Rick Husted, Chase DeCoite, and Season Solorio present for National Cattlemen’s Beef Association.

5:00pm – American Farm Bureau Foundation for Agriculture presents.

5:28pm – Michele Cutler moves to adjourn. **Jared Brackett** seconds. **All agreed.**



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Checkoff Committee Meeting – Part II

<p>Attendees: (IP = In-person / V = Virtual):</p>	<p>VeaBea Thomas (IP), Ralph Blalock Jr. (IP), Heather Buckmaster (IP), Steve Rehder (IP), Don Terry (IP), Barb Downey (IP), George Quackenbush (IP), George Cooksley (IP), Travis Maddock (IP), Don Smith (V), Trish Dowton (V), Daphne Holterman (V), Jean Lam (V), Ross Havens (V), Steve Rehder (V), Bill McLaren (V), Travis Justice (V), Kevin Thielen (V), Steven Lastovica (V), Randall Debler (V), Jared Brackett (V), Bruce Jackson (V), Katharine Jackson (V), Justin Rahn (V), Kathy Creighton-Smith (V), Nathan Martin (V), Bree DeNaeyer (V), Michele Cutler (V), Jeffrey Lutz (V), Cliff Coddington (V), Dana Ehrlich (V), Diane Hoover (V), John Thompson (V), Zack Yanta (V), Ken Krutz (V), Michael White (V), Vaughn Thorstenson (V)</p>
<p>Staff Liaisons:</p>	<p>Jeff Florence, Chase DeCoite</p>

9:17am – VeaBea Thomas calls meeting to order.

9:20am – Scores for NAMI are reviewed.

9:24am – Q&A Open for 2101-A (NAMI)

9:32am – Consensus reached on 2101-A

9:32am – Q&A open for 2101-B (NAMI)

9:34am – Consensus reached on 2101-B

9:34am – Q&A open for 2101-C (NAMI)

9:45am – Consensus reached on 2101-C

9:45am – Q&A open for 2101-D (NAMI)

9:48am – Consensus reached on 2101-D

9:48am – Q&A open for 2130-A (NAMI)

9:57am – Barb Downey motions to strike comment that VQA should roll into BQA. Unanimous approval.

9:58am – Travis Maddock moves to amend comment about veal production. Randall Debler seconds. Unanimous approval.

10:00am – 2130-A passes with 2 votes of dissent.

10:01am – Q&A open for 2130-B (NAMI)

10:06am – Consensus reached for 2130-B (NAMI)



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10:06am – Q&A open for 2130-C (NAMI)

10:08am – Consensus reached for 2130-C (NAMI)

10:10am – 2130-B is reopened. **Barb Downey** moves to amend comments for 2130-B. Second **Don Terry**. Unanimous approval.

10:11am – Q&A open for 2130-D (NAMI)

10:13am – **Don Terry** moves to amend comment for 2130-D. **Steve Rehder** seconds. Discussion open. **Barb Downey** motions to further amend the comment. **Ken Krutz** seconds. Motion carries with 1 Nay.

10:19am – **Barb Downey** motions to amend comment for 2130-D. Motion carries unanimously.

10:20am – Break

10:30am – Meeting returns to order

10:30am – Q&A open for 2120-A (MICA/NEBPI)

10:31am – Consensus reached for 2120-A (MICA/NEBPI)

10:32am – Q&A open for 2120-B (MICA/NEBPI)

10:34am – Consensus is reached for 2120-B (MICA/NEBPI)

10:35am – Q&A open for 2120-C (MICA/NEBPI)

10:36am – Consensus reached for 2120-C (MICA/NEBPI)

10:38am – Q&A open for 2102-A (NCBA)

10:39am – Consensus reached for 2102-A (NCBA)

10:40am – Q&A open for 2111-E (NCBA). Discussion ensues.

10:43am – **Barb Downey** moves to amend comments to 2111-E. Second from **Randall Debler**. Motion passes.

10:46am – **George Cooksley** moves to further amend comments to 2111-E. **Travis Maddock** seconds. Motion passes.

10:51am – **Barb Downey** moves to further amend comments to 2111-E. **Bree DeNaeyer** seconds. Motion passes with 1 Nay.

10:52am – Q&A open for 2111-F (NCBA)

10:52am – Consensus reached for 2111-F (NCBA)

10:53am – Q&A open for 2122-C (NCBA)

10:54am – Consensus reached for 2122-C (NCBA)



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10:54am – Q&A open for 2133-A (NCBA)

10:56am – **Travis Maddock** moves to strike comment on 2133-A. **George Cooksley** seconds.

Motion passes with 2 Nays.

10:59am – Q&A open for 2133-B (NCBA)

11:00am – Consensus reached for 2133-B (NCBA)

11:00am – Q&A open for 2133-C (NCBA)

11:01am – Consensus reached for 2133-C (NCBA)

11:04am – Q&A open for 2121-A (AFBFA)

11:13am – Consensus reached for 2121-A (AFBFA)

11:15am – Motion to adjourn by **Vaughn Thorstenson**. Second by **Don Terry**. Meeting adjourned.