



Funded by the Beef Checkoff.

Export Growth Committee DRAFT Meeting Agenda

2020 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Room: Summit 6-7

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

James Taylor: Co-Chairman (C)

Bill Lickley: Co-Chairman (F)

Amy Johnson: Staff Liaison

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.*

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