

# Export Growth Committee DRAFT Meeting Minutes

## 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



Funded by the Beef Checkoff.

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

Part 1 Attendees:

**Virtual** - Amelia Kent; Ann Marie Bosshamer; Ashley Gamon; Bill Lickley; Bill Slovek; Brett Morris; Carmen Fenton; Chad Smith; Chloe Wilson; Clark Price; Dan Halstrom; DJ Edwards; Fred Helbling; Gary W. Daniel; Greg Hanes; Hugh Sanburg; Irv Petsch; Jackie Boubin; Jackie White Means; Janel Domurat; Janet Crow; Jason Bagley; Jesse Austin; Jim Eschliman; Jimmy Taylor; John Hanners; Kahl Sesker; Liz Para; Lynda Grande; Martin Hummel; Mary Jo Rideout; Nikki Weston; Penny Zimmerman; Philip L Perry; Richard Wortham; Rich Brown; Robert Fountain; Rocky Pinheiro; Sara Arp; Scott Reynolds; Seth Denbow; Stephanie Weiss; Sue Link; Tammy Bartholomew; Tammy Vaassen; Terry Quam and Tracy Thomas

**In-Person** – Rosemary Anderson; Rex Hoppes; Joe Johnson; Ryan Moorhouse; Jeff Rudolph and Nikki Weston

**Staff** – Amy Johnson (NCBA), Ty Brayton (NCBA), and Elliot Stone (NCBA)

#### Welcome/Call to Order

**Bill Lickley** welcomed everyone and called the meeting to order at 2:02 PM.

**Jimmy Taylor** asked everyone to use the chat feature to introduce themselves, providing their name, state, and a question for USMEF.

#### Approve Agenda and Minutes

**Bill** then reviewed the agenda and both the agenda and the minutes from the Export Growth Committee Meeting at the 2020 Cattle Industry Convention were approved by consent of the committee.

#### Committee Agenda Overview

Jimmy review the committee's purpose statement, which was updated at the Export Growth Committee Meeting at the 2020 Cattle Industry Convention and reviewed the committee ground rules. He then reminded that committee that the day's goal was to review and score checkoff contractor tactics for FY2021.

#### Review Tactic Scoring and Process

Bill walked the committee through the tactic scoring process, focusing on how those in-person would handle scoring versus those attending virtually.



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## Contractors Present FY2021 Tactics

USMEF presented their FY2021 tactics via a video that the committee watched.

## Wrap Up and Next Steps

USMEF answered questions that were submitted via the chat and verbally and committee members completed scoring the tactics.

## Adjourn

**Ryan Moorhouse** made a motion to adjourn the meeting; **Jeff Rudolph** 2<sup>nd</sup> the motion and the meeting adjourned at 4:26 PM.

## Checkoff Committee Meetings – Part II

Part 2 Attendees:

**Virtual** - Amelia Kent; Ann Marie Bosshamer; Ashley Gamon; Bill Lickley; Bill Slovek; Brett Morris; Chloe Wilson; Clark Price; Dan Halstrom; DJ Edwards; Don Waite; Fred Helbling; Gary W. Daniel; Jackie Boubin; Janel Domurat; Janet Crow; Jason Bagley; Jesse Austin; Jim Eschliman; Jimmy Taylor; Joe Schuele; Liz Para; Lynda Grande; Martin Hummel; Penny Zimmerman; Philip L Perry; Richard Wortham; Robert Fountain; Rocky Pinheiro; Rosemary Anderson; Scott Reynolds; Seth Denbow; Stephanie Weiss; Sue Link; Tammy Bartholomew; Tammy Vaassen; Terry Quam and Tracy Thomas

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Welcome/Call to Order

**Jimmy** called the meeting to order at 9:15 AM

**Bill** reminded the committee that the goal of the meeting was to review the tactic scores and gather the committee's comments to be provided to the Beef Promotion Operating Committee (BPOC).

**Jimmy** reviewed the average score for each tactic with the committee; as well as the average of the scores (4.6).

**Bill** asked the committee to ask questions of USMEF via the chat feature and Dan Halstrom and the team from USMEF answered the committee's questions. Committee members provided comments for USMEF and worked together to gather the following comments for the BPOC (*please note, the below comments have been condensed*).

- I realize we are here for guidance, but I feel like we must trust USMEF - Dan and staff - to place and promote our dollars accordingly. They are on the inside and have the pulse on the traditions, economy, markets, etc. I feel like I have a flyer overview so to speak. I trust they will make the tough and correct choices in these markets.



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- As a general comment to the OC, I know you have a job to do and will need to make tough decisions. USMEF does a great job worldwide marketing US Beef, giving the producer the biggest bang for their buck, including the matching funds from the MAP and FMD programs. I recommend that this AR be fully funded.
- Support fully funding of this AR with special emphasis on our traditionally strong relationships with Japan, Korea, and the USMCA
- For the BPOC - with 96% of the world population living outside the U S to see continued growth in the beef industry, it is important to fully fund this AR.
- I am impressed with the detail and information that USMEF submits. Each country has unique situations, in which USMEF is well aware of, and I support fully funding this AR and relying on USMEF's guidance and expertise to facilitate the program efforts.
- I don't feel we are in a position as a committee to micromanage the USMEF. They need to have the latitude to use funds as needed, pending changing world climates, especially within this AR year.
- I support full funding of the requested ARs for USMEF. The beef industry is receiving an incredible ROI based on their efforts, with a global economy that is changing by the minute. USMEF needs flexibility to call audibles, as necessary.
- USMEF has distinguished information for each country, so it is not a one size fits all. Also, USMEF is flexible and can turn on a dime as demonstrated through the COVID pandemic. In this ever-changing world, USMEF needs the flexibility to make adjustments when necessary (eg, COVID and the trade agreement).
- The past results of the USMEF's work are the best recommendation for continuing to support them to the fullest extent. US beef producers need a strong export market to support prices.
- Beef producers can see the value of exports to their bottom line. Supporting this AR creates additional support for the checkoff as a whole.
- If we could give them more money than they are asking for, I would fully support that.
- Please note, the above comments have been condensed.

## Adjourn

**Joe Johnson** made a motion to adjourn the meeting; **Ryan Moorhouse** 2<sup>nd</sup> the motion, and the meeting concluded.