



Funded by the Beef Checkoff.

Market Research Working Group Meeting Agenda

2020 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort and Convention Center • Room: Cottonwood 10-11

Wednesday, July 29, 2020 • 2:00 – 3:00 PM

Norman Voyles Jr: Co-Chairman (C)

Al Lyman: Co-Chairman (F)

Shawn Darcy: Staff Liaison

Audio Login

Toll-Free (US & Canada): 8663654406

Access Code: 8503361

Web Login

Meeting URL: <https://core.callinfo.com/callme/?ap=8663654406&ac=8503361&role=p&mode=ad>

Purpose Statement: *Engage at committee meetings to ensure that applicable market research is being used effectively to support how checkoff funded programs are being developed and/or evaluated*

- 2:00 PM Welcome (Al/Norm)
- Roll call and introductions
 - Approve agenda and minutes
 - Working group ground rules
 - Purpose statement
 - FY2020 committee priorities
- 2:10 PM Market Research & Channel Intelligence AR Discussion
- Revisit ARs
 - Review AR scores from Committee Meetings
 - Discussion on ARs from Committee Meetings
 - Q & A on ARs
 - Any feedback to enhance ARs
- 2:50 PM Wrap-up (Al/Norm)
- 3:00 PM Adjourn