

Market Research Working Group DRAFT Meeting Minutes

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



Funded by the Beef Checkoff.

Norman Voyles Jr.: Co-Chairman (C)

Alan Lyman: Co-Chairman (F)

Shawn Darcy, Staff Liaison

Statement of Purpose: 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.

Meeting Minutes

Motion to approve agenda: Made by George Cooksley; Seconded by D.J. Edwards; Motion Passed.

Motion to approve minutes from last meeting: Made by Dave Hamilton; Seconded by Philip Weltmer; Motion passed.

Highlights from meeting

- Discussed Checkoff committee meeting outcomes applicable to Market Research Working Group.
- Addressed branding/packaging comments specific to how on-package claims or other quality indicators in general can lift a product's sales/perceptions.
- Discussed how we might solve the confusion around the different types of research.

Motion to Adjourn: Made by George Cooksley; Seconded by Philip Weltmer; Motion passed.

Meeting Adjourned.