



Funded by the Beef Checkoff.

Nutrition & Health Committee DRAFT Meeting Agenda

2020 Cattle Industry Summer Business Meeting

Aurora, Colorado

Gaylord Rockies Resort & Convention Center • Room: Cottonwood 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

Torri Lienemann: Co-Chairman (C)

Russ Uselton: Co-Chairman (F)

Catherine Huggins: Staff Liaison

Purpose Statement: *Develop credible science-based research to effectively communicate to consumers, key opinion leaders, and beef community stakeholders in order to inform them about the nutritional and health benefits of beef.*

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

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