



Beef Promotion Operating Committee Meeting Agenda

Wednesday, September 9 – Thursday, September 10

8:00 AM MT – 6:00 PM MT on September 9

8:00 AM MT – 11:00 AM MT on September 10

Embassy Suites Denver International Airport, Denver, Colorado

BEEF INDUSTRY LONG RANGE PLAN 2016-2020

VISION – To responsibly produce the most trusted and preferred protein in the world.

MISSION – A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasing global population while responsibly managing our livestock and natural resources.

Wednesday, September 9 – 8:00 AM

DRAFT

1. Call to Order
2. Establish a Quorum
3. Approve Agenda
4. Approve Minutes of May 14, 2020 and July 30, 2020
5. Financial Report and Available Funds for FY 2021
6. Evaluation Advisory Committee Report
7. FY 2021 Veal Formula
8. Amended Authorization Request and Action on Request
9. Review of Operating Committee Schedule and Procedures
10. Presentation of FY 2021 Memorandum of Agreement (MOA)
11. Presentation of FY 2021 Authorization Requests (ARs)
 - Research
 - Producer Communications
 - Industry Information
 - Consumer Information
 - Foreign Marketing
 - Promotion
12. Identify FY 2021 ARs which have unanimous support and ARs which need to be set aside for further discussion.
13. Action on FY 2021 ARs

Thursday, September 10 - 8:00 AM - Reconvene

14. Action on FY 2021 ARs (continued)
15. Action on FY 2021 Budget Amendment



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16. Action on FY 2021 Memorandum of Agreement (MOA)

17. Action on Roles & Responsibilities and Policies & Procedures

18. Other Business

19. Adjourn