



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

Call to Order

Beef Promotion Operating Committee Chair Jared Brackett called the meeting to order at 8:02 a.m. on Wednesday, September 9, 2020 and thanked everyone for attending the meeting. Mr. Brackett reviewed housekeeping notes with everyone.

Members Present

- | | |
|--------------------------|---------------------------|
| Jared Brackett, Chair | Buck Wehrbein, Vice Chair |
| Katie Cooper | Clay Burtrum |
| Randall Debler | Katie Brenny |
| David Hamilton | Dan Hanrahan |
| Jeff Isenmann, via phone | Brad Hastings |
| Bill McLaren | Chris Jeffcoat |
| Bob Mitchell | Stacy McClintock |
| Hugh Sanburg | Clark Price |
| Jimmy Taylor | Jeff Rudolph |
| Norman Voyles | VeaBea Thomas |

Guests/Staff Present

- | | | |
|---------------------------------|-------------------------|-------------------------------|
| Sara Arp, CBB | Jesse Austin, USMEF | Susan Backus, FMPRE |
| Jason Bagley, TX BC | Brian Beierle, AFBFA | Andy Berry, MS Beef Council |
| Bridget Bingham, PA BC | Lia Biondo, USCA | Anne Marie Bosshamer, NE BC |
| Rich Brown, CBB | Laurie Bryant, MICA | Heather Buckmaster, OK BC |
| Mandy Carr Johnson, NCBA | Becky Church, MN BC | Chuck Coffey, CBB |
| Chery Conley, CBB | Michael Cox, Ag Media | Christina Davis, TN BC |
| Cheryl DeVuyst, CBB | Doug Evans, NCBA | Betsy Flores, USDA AMS |
| Ashley Gamon, USMEF | Lynda Grande, CBB | Dan Halstrom, USMEF |
| Jim Handley, FL BC | Greg Hanes, CBB | Alisa Harrison, NCBA |
| Rick Henningfeld, AFBFA | John Hanners, USMEF | Daphne Holterman, CBB |
| Rex Hoppes, IA BC | Catherine Huggins, NCBA | Martin Hummel, CBB |
| Rick Husted, NCBA | David Hutsell, CBB | Cathy Jauch, CBB |
| Todd Johnson, NCBA | JJ Jones, NIAA | Cevin Jones, USMEF |
| Dr. Harry Kaiser, Cornell Univ. | Amelia Kent, CBB | Hannah Kesterson, TX BC |
| Chloe King, Swanson Russell | Nathan Lawson, KY BC | Torri Lienemann, CBB |
| Jeff Lutz, CBB | Lauren Maehling, AZ BC | Chris Marcocci, Streetmarc |
| Scott McGregor | Shalene McNeill, NCBA | Jackie Means, CBB |
| Daniel Meloy, AFBFA | Sarah Metzler, CBB | Eric Mittenenthal, NAMI |
| Donna Moenning, NAMI | Jennifer Orr, NEBPI | Jean O'Toole, NY BC |
| Arika Pellman, NEBPI | Philip Perry, CBB | Irv Petsch, CBB |
| Scott Reynolds, USMEF | John Robinson, NCBA | Martin Roth, NCBA |
| Ashley Russell, NY BC | Kelly Schmidt, MN BC | Katie Scheer, Swanson Russell |
| Kahl Sesker, USDA AMS | Bill Sessions, NAMI | Gary Sharp, Trade Media |
| Chad Smith, CBB | Season Solorio, NCBA | Kaitlyn Swope, NEBPI |
| Kevin Thielen, KS BC | Tracy Tomascik, TX BC | Tammy Vaassen, WI BC |



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

Andrew Warner, Swanson Russell
Josh White, NCBA
Richard Wortham, TX BC
Barb Wilkinson, NCBA
Beka Wall, CBB

Bridget Wasser, NCBA
Michael White, CBB
Chaley Harney, MT BC
Amy Johnson, NCBA

Wayne Watkinson, Legal Counsel
Colin Woodall, NCBA
Patti Brumbach, WA BC
Deb Warren, NCBA

Quorum Established

Chair Jared Brackett and Wayne Watkinson, Legal Counsel, declared that a quorum was present to conduct business.

Agenda Approval

Chair Jared Brackett asked for a motion to approve the agenda as presented.

Katie Brenny moved, and Chris Jeffcoat seconded approval of the agenda as presented. Motion passed.

Minutes Approval

Chair Jared Brackett asked for a motion to approve the minutes as presented. Bob Mitchell and Dan Hanrahan noted they were both present at the May 14, 2020 meeting but their names were not listed on the minutes.

Jimmy Taylor moved to approve the minutes as amended for the May 14, 2020 meeting and Clay Burtrum seconded. Motion passed.

Financial Report

Norman Voyles, CBB Secretary/Treasurer, presented the Beef Board's financial statement for the period ending August 2020.

FY 2021 Budget Information

Mr. Voyles stated that the funds available for FY 2021 AR requests was \$39,380,000. The total AR requests were \$47,725,121, which left a difference of \$8,345,121.

Evaluation Report

Jackie Means, Chair of the Joint Evaluation Advisory Committee, presented an update on the work of the committee. Mrs. Means noted at the August 25, 2020 Evaluation Committee meeting, they discussed a motion that was passed during the BPOC meeting at summer business meeting to change the number of measurable objectives per tactic to read instead of three measurable objectives to now state "relevant" number of measurable objectives per tactic. After much discussion with BPOC



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

leadership and Evaluation Committee, the Evaluation Committee developed clear and transparent guidelines. Mrs. Means presented these measurable objectives. At least two (2) measurable objectives per tactic if they are less than \$100,000 and at least three (3) measurable objectives per tactic and a maximum of five (5) measurable objectives per tactic that are \$100,000+. The number of measurable objectives per tactic will be finalized once an AR is USDA approved and as such, the number of measurable objectives per tactic will remain the same throughout the life of the AR.

Hugh Sanburg moved, and Randall Debler seconded to approve the number of measurable objectives as presented. Motion passed.

Mrs. Means also noted CBB presented ideas for External Expert Program Reviews. CBB staff will draft an outline on what program areas the Evaluation Committee can look at reviewing for FY 21 as well as future fiscal years.

Mrs. Means pointed out a correction to the Evaluation Overview for AR 2033-Industry Information. This AR did not have any “unattainable” measurable objectives, rather out of the 9 measurable objectives, 4 are complete and 5 are on track.

Chair Jared Brackett asked for a motion to approve the Evaluation Advisory Committee meeting minutes of July 29, 2020 and August 25, 2020.

Randall Debler moved, and Stacy McClintock seconded to ratify the Evaluation Advisory Committee minutes of July 29, 2020 and August 25, 2020. Motion passed.

FY 2021 Veal Formula

Chad Smith, CBB, presented the FY 2021 Veal Formula. Chair Jared Brackett opened for discussion.

Amended Authorization Requests (ARs) and Action on Requests

Greg Hanes, CBB, discussed the background for FY 2020 amended ARs.

Chair Jared Brackett asked for a motion to approve all FY 2020 amended authorization requests and opened for discussion.

- AR 1902-P, NCBA
- AR 1911-R, NCBA
- AR 2020-CI, MICA/NEBPI
- AR 2021-CI, AFBFA
- AR 2040-FM, USMEF
- AR 2050- PC, CBB

Norman Voyles moved, Hugh Sanburg seconded to approve all of the amended ARs as presented. Motion passed.



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

Review of Operating Committee Schedule and Procedures

Chair Jared Brackett asked for introductions of the Beef Promotion Operating Committee members and reviewed the Beef Promotion Operating Committee schedule and procedures.

Presentation of FY 2021 Memorandum of Agreement (MOA)

Greg Hanes, CBB, presented the FY 2021 Beef Promotion Operating Committee agreement which was approved at the BPOC Summer Business Meeting. Mr. Hanes noted a new addition of Checkoff Education has been added on page 4. Mr. Hanes also noted under Addendum I on page 34, the last bullet was amended to state “All changes proposed to materials by CBB and AMS are required to be included in the materials prior to the release by the contractor. Contractors are required to submit the final updated materials that include CBB and AMS proposed changes in ARMS 2.0 within 90 days of release.” Action on the MOA will be taken following approval of FY 2021 ARs on day two of these meeting.

Presentation of FY 2021 Authorization Requests by Budget Component

Research

2110-R, NAMI – presented by Susan Backus, Foundation for Meat and Poultry Research and Education/North American Meat Institute

- Tactic A Post-Harvest Beef Safety Research, Knowledge Dissemination and Stakeholder Engagement
- Tactic B Science Based Research on the Nutritional and Health Benefits of Processed Beef, Knowledge Dissemination and Stakeholder Engagement

AR 2110-R final motion passed to fund at \$646,144.

2111-R, NCBA – presented by Colin Woodall, Mandy Carr and Bridget Wasser, National Cattlemen’s Beef Association

- Tactic A Safety Research and Scientific Affairs
- Tactic B Nutrition Research and Scientific Affairs
- Tactic C Product Quality Research and Technical Expertise
- Tactic D Culinary Expertise
- Tactic E Sustainability Research and Scientific Affairs
- Tactic F Channel Intelligence
- Tactic G Foundational Market Research
- Tactic H Key Topic Market Research

AR 2111-R final motion passed to fund at \$8,250,764.



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

2112-R, USCA/Dr. Harry Kaiser Cornell University – presented by Lia Biondo, United States Cattlemen’s Association and Dr. Harry Kaiser, Cornell University

Tactic A The Distributional and Indirect Effects of the Beef Checkoff

AR 2112-R was not funded.

Producer Communications

2150-PC, CBB – presented by Sarah Metzler, Cattlemen’s Beef Board

Tactic A Producer Listening Platform
Tactic B Integrated Producer Communications Platform
Tactic C Producer Communications Public Relations

AR 2150-PC final motion passed to fund at \$1,689,915.

Industry Information

2130-II, NAMI – presented by Donna Moenning, North American Meat Industry

Tactic A Veal Quality Assurance
Tactic B Veal Advocacy Training and Engagement
Tactic C Veal Education and Outreach
Tactic D Issues and Crises Management

AR 2130-II final motion passed to fund at \$99,407.

2131-II, NIAA – presented by JJ Jones, National Institute of Animal Agriculture

Tactic A 10th Annual NIAA Antibiotics Symposium
Tactic B Beef Producer Engagement with the Centers for Disease Control and
Presentation (CDC)
Tactic C Antimicrobial Resistance Communication Support, Partnerships, and Distribution
to Amplify Supporting Messaging for Producer Education and
Influencer/Consumer Engagement

AR 2131-II final motion passed to fund at \$89,466.



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

2132-11, NCBA – presented by Alisa Harrison and Josh White, National Cattlemen’s Beef Association

- Tactic A Issues and Crisis Management and Planning
- Tactic B Beef Advocacy Training and Engagement
- Tactic C Beef Quality Assurance (BQA)

AR 2133-II final motion passed to fund at \$3,081,611.

2133-II, NCBA – presented by Alisa Harrison and Josh White, National Cattlemen’s Beef Association

- Tactic A Beef Industry Crisis Reserve

AR 2133-II final motion passed to cap at \$2,000,000 only if the AR is activated by a vote of Checkoff leadership in the event of a crisis.

Consumer Information

2120-CI, MICA/NEBPI – presented by Jennifer Orr and Kaitlyn Swope, Meat Import Council of America/Northeast Beef Promotion Initiative

- Tactic A Supply Chain Engagement
- Tactic B Consumer Marketing
- Tactic C Nutrition Influencer Engagement

AR 2120-CI final motion passed to fund at \$497,034.

2121-CI, AFBFA – presented by Daniel Meloy, Rick Henningfeld, and Brian Beierle, American Farm Bureau Foundation for Agriculture

- Tactic A Build and Support the Community of Science Education Influencers

AR 2121-CI final motion passed to fund at \$670,996.

2122-CI, NCBA – presented by Bridget Wasser and Alisa Harrison, National Cattlemen’s Beef Association

- Tactic A Thought Leader Outreach and Engagement
- Tactic B Supply Chain Outreach and Engagement
- Tactic C Media & Media Relations Efforts

AR 2122-CI final motion passed to fund at \$6,163,221.



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

Foreign Marketing

2140-FM, USMEF – presented by Dan Halstrom, John Hinnners and Jesse Austin, and Cevin Jones, U.S. Meat Export Federation

Tactic A	Africa Market Development
Tactic B	Africa Market Access
Tactic C	ASEAN Market Development
Tactic D	ASEAN Market Access
Tactic E	Caribbean Market Development
Tactic F	Caribbean Market Access
Tactic G	Central America & the Dominican Republic Market Development
Tactic H	Central America Market Access
Tactic I	China & Hong Kong Market Development
Tactic J	China & Hong Kong Market Access
Tactic K	Europe Market Development
Tactic L	Europe Market Access
Tactic M	Japan Market Development
Tactic N	Japan Market Access
Tactic O	South Korea Market Development
Tactic P	South Korea Market Access
Tactic Q	Mexico Market Development
Tactic R	Mexico Market Access
Tactic S	Middle East Market Development
Tactic T	Russia CIS Market Development
Tactic U	Russia CIS Market Access
Tactic V	South America Market Development
Tactic W	South America Market Access
Tactic X	Taiwan Market Development
Tactic Y	Taiwan Market Access

AR 2140-FM final motion passed to fund at \$8,350,170.

Promotion

2100-P, NAMI (Prepared Beef) – presented by Eric Mittenthal, North American Meat Institute

Tactic A	KOL Outreach and Engagement
Tactic B	Channel Marketer Outreach and Engagement
Tactic C	Consumer Outreach and Engagement

AR 2100-P final motion passed to fund at \$596,441.



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

2101-P, NAMI/New York Beef Council (Veal) – presented by Donna Moenning, North American Meat Institute

Tactic A	Channel Marketing
Tactic B	Consumer Outreach
Tactic C	Influencer Outreach
Tactic D	Digital Marketing

AR 2101-P final motion passed to fund at \$298,220.

2102-P, NCBA – presented by Season Solorio and Colin Woodall, National Cattlemen’s Beef Association

Tactic A	“Beef. It’s What’s for Dinner.” Marketing
Tactic B	Social Media and Digital Advertising

AR 2102-P final motion passed to fund at \$8,946,611.

Identification of ARs to be Set Aside for Further Discussion

Clay Burtrum moved, and Katie Brenny seconded to set aside all the authorization requests for further discussion. Motion passed.

The Beef Promotion Operating Committee recessed for the evening at 5:15 p.m. MT.

Thursday, September 10

The Beef Promotion Operating Committee reconvened at 8:01 a.m. MT.

Action on FY 2021 Authorization Requests

Clark Price moved, and Katie Brenny seconded to fund 2110-R, North American Meat Institute, in the amount of \$800,000. Discussion. Motion passed.

Clay Burtrum moved, and Stacy McClintock seconded to fund 2111-R, National Cattlemen’s Beef Association, in the amount of \$8,500,000. Discussion. Motion passed.

Chris Jeffcoat moved, and Randall Debler seconded to table 2112-R, United States Cattlemen’s Association and Dr. Harry Kaiser, Cornell University until Dr. Kaiser is available to answer additional questions. Discussion. Motion passed.

Dave Hamilton moved, and Bob Mitchell seconded to fund 2150-PC, Cattlemen’s Beef Board, in the amount of \$1,760,000. Discussion. Motion failed 9 no votes and 11 yes votes (Exhibit 1).



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

Jimmy Taylor moved, and Norman Voyles seconded to fund 2150-PC, Cattlemen's Beef Board, in the amount of \$1,950,000. Discussion. Motion failed 11 no votes and 9 yes votes (Exhibit 2).

Chris Jeffcoat moved, and Katie Brenny seconded to fund 2150-PC, Cattlemen's Beef Board, in the amount of \$1,850,000. Discussion. Motion passed 5 no votes and 15 yes votes (Exhibit 3).

Stacy McClintock moved, and Katie Brenny seconded to fund 2130-II, North American Meat Institute, in the amount of \$120,000. Discussion. Motion passed 5 no votes and 15 yes votes (Exhibit 4).

Norman Voyles moved, and Katie Brenny seconded to fund 2131-II, National Institute of Animal Agriculture, in the amount of \$90,000. Discussion. Motion passed.

Brad Hastings moved, and Clay Burtrum seconded to fund 2132-II, National Cattlemen's Beef Association, in the amount of \$3,200,000. Discussion. Motion passed 6 no votes and 14 yes votes (Exhibit 5).

Jeff Rudolf moved, and Clark Price seconded to approve 2133-II, National Cattlemen's Beef Association Industry Information Crisis Reserve (capped at \$2,000,000 only if the AR is activated by a vote by the CBB Executive Committee in the event of a crisis). Discussion. Motion passed.

Dave Hamilton moved, and Bill McLaren seconded to approve 2120-CI, Meat Import Council of America/Northeast Beef Promotion Initiative, in the amount of \$500,000. Discussion. Motion passed with 3 no votes and 17 yes votes (Exhibit 6).

Brad Hastings moved, Katie Brenny seconded to approve 2121-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$700,000. Discussion. Motion failed with 8 no votes and 12 yes votes (Exhibit 7).

Hugh Sanburg moved, Veabea Thomas seconded to approve 2121-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$950,000. Discussion. Motion failed with 14 no votes and 6 yes votes (Exhibit 8).

Katie Brenny moved, Katie Cooper seconded to approve 2121-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$500,000. Discussion. Motion failed with 17 no votes and 3 yes votes (Exhibit 9).

Clark Price moved, Clay Burtrum seconded to approve 2121-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$650,000. Discussion. Motion failed with 9 no votes and 11 yes votes (Exhibit 10).

Jimmy Taylor moved, Randall Debler seconded to approve 2121-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$750,000. Discussion. Motion passed with 4 no votes and 16 yes votes (Exhibit 11).



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

Brad Hastings moved, Katie Brenny seconded to approve 2122-CI, National Cattlemen's Beef Association, in the amount of \$6,500,000. Discussion. Motion passed.

Hugh Sanburg moved, Norman Voyles seconded to approve 2112-R, United States Cattlemen's Association/Dr. Harry Kaiser, Cornell University, in the amount of \$33,600 to fund objective 2 only. Discussion. Motion failed with 11 no votes and 9 yes votes (Exhibit 12).

Jimmy Taylor moved, and Clark Price seconded to fund 2140-FM, U.S. Meat Export Federation, in the amount of \$9,232,028. Discussion. Motion failed with 9 no votes and 11 yes votes (Exhibit 13).

Chris Jeffcoat moved, and Veabea Thomas seconded to fund 2140-FM, Meat Export Federation, in the amount of \$9,000,000. Discussion. Motion passed with 5 no votes and 15 yes votes (Exhibit 14).

Clay Burtrum moved, and Veabea Thomas seconded to fund 2100-P, North American Meat Institute Prepared Beef, in the amount of \$650,000. Discussion. Motion passed.

Clark Price moved, and Brad Hastings seconded to fund 2101-P, North American Meat Institute/New York Beef Council Veal, in the amount of \$300,000. Discussion. Motion passed.

Clay Burtrum moved, and Stacy McClintock seconded to fund 2102-P, National Cattlemen's Beef Association, in the amount of \$9,500,000. Discussion. Motion passed.

Bob Mitchell moved, and Randall Debler seconded to fund 2112-R, United States Cattlemen's Association/Dr. Harry Kaiser, Cornell University, in the amount of \$25,000. Discussion. Motion failed with 12 no votes and 7 yes votes (Exhibit 15).

Clay Burtrum moved, and Brad Hastings seconded to fund 2140-FM, Meat Export Federation, in the amount of \$8,300,000. Discussion. Motion failed with 8 no votes and 12 yes votes (Exhibit 16).

Brad Hastings moved, and Clark Price seconded to fund 2140-FM, Meat Export Federation, in the amount of \$8,400,000. Discussion. Motion passed with 5 no votes and 15 yes votes (Exhibit 17).

Norman Voyles moved, and Clark Price seconded to fund 2110-R, Foundation for Meat and Poultry Research and Education/North America Meat Institute, in the amount of \$650,000. Discussion. Motion passed.

Hugh Sanburg moved, and Norman Voyles seconded to fund 2132-II, National Cattlemen's Beef Association, in the amount of \$2,900,000. Discussion. Motion failed with 9 no votes and 11 yes votes (Exhibit 18).



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

Brad Hastings moved, and Katie Brenny seconded to fund 2122-CI, National Cattlemen's Beef Association, in the amount of \$6,200,000. Discussion. Motion passed.

Clay Burtrum moved, and Chris Jeffcoat seconded to fund 2111-R, National Cattlemen's Beef Association, in the amount of \$8,300,000. Discussion. Motion passed.

VeaBea Thomas moved, and Stacy McClintock seconded to fund 2150-PC, Cattlemen's Beef Board, in the amount of \$1,200,000. Discussion. Motion failed with 18 no votes and 2 yes votes (Exhibit 19).

Clark Price moved, and Chris Jeffcoat seconded to fund 2150-PC, Cattlemen's Beef Board, in the amount of \$1,500,000. Discussion. Motion failed with 18 no votes and 2 yes votes (Exhibit 20).

VeaBea Thomas moved, and Jeff Rudolf seconded to fund 2150-PC, Cattlemen's Beef Board, in the amount of \$1,700,000. Discussion. Motion passed with 5 no votes and 15 yes votes (Exhibit 21).

Randall Debler moved, and Dave Hamilton seconded to fund 2132-II, National Cattlemen's Beef Association, in the amount of \$3,100,000. Discussion. Motion passed with 1 no vote and 19 yes votes (Exhibit 22).

Hugh Sanburg moved, and Dave Hamilton seconded to fund 2102-P, National Cattlemen's Beef Association, in the amount of \$9,000,000. Discussion. Motion passed with 3 no votes and 17 yes votes (Exhibit 23).

Norman Voyles moved, Clay Burtrum seconded to fund 2130-II, North American Meat Industry, in the amount of \$100,000. Discussion. Motion passed.

Jeff Isenmann moved, Brad Hastings seconded to fund 2140-FM, U.S. Meat Export Federation, in the amount of \$8,100,000. Discussion. Motion failed with 15 no votes and 5 yes votes (Exhibit 24).

Katie Cooper moved, Brad Hastings seconded to fund 2121-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$600,000. Discussion. Motion failed with 11 no votes and 9 yes votes (Exhibit 25).

Chris Jeffcoat moved, Katie Brenny seconded to fund 2121-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$675,000. Discussion. Motion passed with 4 no votes and 16 yes votes (Exhibit 26).

Hugh Sanburg moved, Jeff Isenmann seconded to fund 2111-R, National Cattlemen's Beef Association, in the amount of \$8,150,000. Discussion. Motion failed with 13 no votes and 7 yes votes (Exhibit 27).

Jeff Isenmann moved, and Bob Mitchell seconded to do a straight-line percentage for all ARs. Motion was withdrawn.



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

Dan Hanrahan moved, Clark Price seconded to fund 2100-P, North American Meat Institute Prepared Beef, in the amount of \$600,000. Discussion. Motion passed.

Jeff Isenmann moved, Bob Mitchell seconded to do a straight-line percentage reduction for all ARs at 0.59321%. Discussion. Motion passed 3 no votes and 17 yes votes (Exhibit 28).

Action on FY 2021 Budget Amendment

Jeff Lutz, CBB CFO, presented the proposed FY 2021 budget amendment amount.

Katie Brenny moved, and Dave Hamilton seconded to approve the FY 2021 budget amendment. Discussion. Motion passed.

Chair Jared Brackett asked for a motion to recommend to the full Board.

Jimmy Taylor moved, and Stacy McClintock seconded to recommend the FY 2021 Budget Amendment to the full Board. Discussion. Motion passed.

Action on FY 2021 Memorandum of Agreement (MOA)

Norman Voyles moved, and Katie Brenny seconded to approve the FY 2021 Memorandum of Agreement as presented. Discussion. Motion passed.

Action on Roles & Responsibilities and Policies & Procedures Document

Hugh Sanburg moved, Norman Voyles seconded to pull from table the Roles & Responsibilities and Policies & Procedures document. Motion passed and is back on the table.

Hugh Sanburg moved, Bob Mitchell seconded to approve Beef Promotion Operating Committee Roles & Responsibilities and Policies & Procedures as presented. Discussion. Motion passed.

Other Business

No other business was brought to the committee.

Adjourn

Chair Jared Brackett thanked everyone for all their hard work.

Katie Brenny moved, Chris Jeffcoat seconded to adjourn the meeting at 12:37 p.m. MT.



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 1 - Vote to fund 2150-PC, CBB, in the amount of \$1,760,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper		X	
Randall Debler		X	
David Hamilton	X		
Jeff Isenmann		X	
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat		X	
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	11 YES	9 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 2 - Vote to fund 2150-PC, CBB, in the amount of \$1,950,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler		X	
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat	X		
Stacy McClintock		X	
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas		X	
Total	9 YES	11 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 3 - Vote to fund 2150-PC, CBB, in the amount of \$1,850,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings		X	
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas	X		
Total	15 YES	5 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 4 - Vote to fund 2130-II, NAMI, in the amount of \$120,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper		X	
Randall Debler	X		
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings		X	
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas		X	
Total	15 YES	5 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 5 - Vote to fund 2132-II, NCBA, in the amount of \$3,200,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper		X	
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg		X	
Jimmy Taylor	X		
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny		X	
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas		X	
Total	14 YES	6 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 6 - Vote to fund, 2120-CI, MICA/NEBPI in the amount of \$500,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper		X	
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat		X	
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	17 YES	3 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 7 - Vote to fund 2121-CI, AFBFA, in the amount of \$700,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper		X	
Randall Debler		X	
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph		X	
VeaBea Thomas		X	
Total	12 YES	8 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 8 - Vote to fund 2121-CI, AFBFA, in the amount of \$950,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper		X	
Randall Debler	X		
David Hamilton		X	
Jeff Isenmann		X	
Bill McLaren	X		
Bob Mitchell		X	
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat		X	
Stacy McClintock		X	
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas	X		
Total	6 YES	14 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 9 - Vote to fund 2121-CI, AFBFA, in the amount of \$500,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper	X		
Randall Debler		X	
David Hamilton		X	
Jeff Isenmann		X	
Bill McLaren		X	
Bob Mitchell		X	
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny	X		
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat		X	
Stacy McClintock		X	
Clark Price		X	
Jeff Rudolph	X		
VeaBea Thomas		X	
Total	3 YES	17 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 10 - Vote to fund 2121-CI, AFBFA, in the amount of \$650,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper		X	
Randall Debler		X	
David Hamilton	X		
Jeff Isenmann		X	
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan		X	
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas		X	
Total	11 YES	9 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 11 - Vote to fund 2121-CI, AFBFA, in the amount of \$750,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper		X	
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny		X	
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price		X	
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	16 YES	4 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

**EXHIBIT 12 - Vote to fund 2112-R, USCA/Dr. Harry Kaiser, Cornell University in the amount of
\$33,600
Failed**

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper		X	
Randall Debler	X		
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat		X	
Stacy McClintock	X		
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas		X	
Total	9 YES	11 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 13 - Vote to fund 2140-FM, U.S. Meat Export Federation, in the amount of \$9,232,028 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler		X	
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny	X		
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat		X	
Stacy McClintock		X	
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas		X	
Total	11 YES	9 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 14 - Vote to fund 2140-FM, U.S. Meat Export Federation, in the amount of \$9,000,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler	X		
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings		X	
Chris Jeffcoat	X		
Stacy McClintock		X	
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	15 YES	5 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

**EXHIBIT 15 - Vote to fund 2112-R, USCA/Dr. Harry Kaiser, Cornell University, in the amount of
\$25,000
Failed**

	<u>Yes</u>	<u>No</u>	<u>Absent</u>
Jared Brackett	X		
Katie Cooper		X	
Randall Debler	X		
David Hamilton		X	
Jeff Isenmann			X
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat		X	
Stacy McClintock		X	
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas		X	
Total	7 YES	12 NO	1 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 16 - Vote to fund 2140-FM, USMEF, in the amount of \$8,300,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper	X		
Randall Debler	X		
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny		X	
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas		X	
Total	12 YES	8 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 17 - Vote to fund 2140-FM, USMEF, in the amount of \$8,400,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper	X		
Randall Debler	X		
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	15 YES	5 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 18 - Vote to fund 2132-II, NCBA, in the amount of \$2,900,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler	X		
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas	X		
Total	11 YES	9 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 19 - Vote to fund 2150-PC, CBB, in the amount of \$1,200,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper		X	
Randall Debler		X	
David Hamilton		X	
Jeff Isenmann		X	
Bill McLaren		X	
Bob Mitchell		X	
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat	X		
Stacy McClintock		X	
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas	X		
Total	2 YES	18 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 20 - Vote to fund 2150-PC, CBB, in the amount of \$1,500,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper		X	
Randall Debler		X	
David Hamilton		X	
Jeff Isenmann		X	
Bill McLaren		X	
Bob Mitchell		X	
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat	X		
Stacy McClintock		X	
Clark Price	X		
Jeff Rudolph		X	
VeaBea Thomas		X	
Total	2 YES	18 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 21 - Vote to fund 2150-PC, CBB, in the amount of \$1,700,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper	X		
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell		X	
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	15 YES	5 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 22 - Vote to fund 2132-II, NCBA, in the amount of \$3,100,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann		X	
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	19 YES	1 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 23 - Vote to fund 2102-P, NCBA, in the amount of \$9,000,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price		X	
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	17 YES	3 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 24 - Vote to fund 2140-FM, USMEF, in the amount of \$8,100,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper		X	
Randall Debler		X	
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren		X	
Bob Mitchell		X	
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings	X		
Chris Jeffcoat		X	
Stacy McClintock		X	
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas		X	
Total	5 YES	15 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 25 - Vote to fund 2121-CI, AFBFA, in the amount of \$600,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper	X		
Randall Debler		X	
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles		X	
Buck Wehrbein	X		
Clay Burtrum		X	
Katie Brenny	X		
Dan Hanrahan		X	
Brad Hastings	X		
Chris Jeffcoat		X	
Stacy McClintock		X	
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas		X	
Total	9 YES	11 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 26 - Vote to fund 2121-CI, AFBFA, in the amount of \$675,000 Passed

	<u>Yes</u>	<u>No</u>	
Jared Brackett		X	
Katie Cooper	X		
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren		X	
Bob Mitchell	X		
Hugh Sanburg		X	
Jimmy Taylor		X	
Norman Voyles	X		
Buck Wehrbein	X		
Clay Burtrum	X		
Katie Brenny	X		
Dan Hanrahan	X		
Brad Hastings	X		
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	16 YES	4 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

EXHIBIT 27 - Vote to fund 2111-R, NCBA, in the amount of \$8,150,000 Failed

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler		X	
David Hamilton		X	
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell		X	
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein		X	
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan		X	
Brad Hastings		X	
Chris Jeffcoat		X	
Stacy McClintock		X	
Clark Price		X	
Jeff Rudolph		X	
VeaBea Thomas		X	
Total	7 YES	13 NO	0 ABSENT



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2020
Embassy Suites Hotel at DIA
Denver, CO and Teleconference

ROLL CALL VOTE TALLY

**EXHIBIT 28 - Vote all remaining ARs straight-line cut by 0.59321%
Passed**

	<u>Yes</u>	<u>No</u>	
Jared Brackett	X		
Katie Cooper	X		
Randall Debler	X		
David Hamilton	X		
Jeff Isenmann	X		
Bill McLaren	X		
Bob Mitchell	X		
Hugh Sanburg	X		
Jimmy Taylor	X		
Norman Voyles	X		
Buck Wehrbein	X		
Clay Burtrum		X	
Katie Brenny		X	
Dan Hanrahan	X		
Brad Hastings		X	
Chris Jeffcoat	X		
Stacy McClintock	X		
Clark Price	X		
Jeff Rudolph	X		
VeaBea Thomas	X		
Total	17 YES	3 NO	0 ABSENT