



Funded by the Beef Checkoff.

Consumer Trust Committee DRAFT Meeting Agenda Virtual Meeting

Thursday • Feb 4, 2021 • 8:00 AM – 1:30 PM MT

Bill McLaren, Co-Chairman (C)
VeaBea Thomas, Co-Chairman (F)
Jeff Florence, Staff Liaison

8:00 AM – 10:30 AM MT (7 AM PT, 9 AM CT, 10 AM ET)

1. **Checkoff Highlights Session** — All CBB Members, Federation Directors, and Contractors
 - a. Review 2021 Beef Checkoff programs and the year ahead.
 - b. Contractors Q & A session, following Checkoff Highlight presentations.

- **To Join Zoom Meeting:**

- <https://zoom.us/j/92022018918?pwd=a29SdXF3MUIJMUZXTVlnZXI4b1B6dz09>

- **To Join via Phone:** (253) 215-8782 and enter Meeting ID & Passcode
Meeting ID: 920 2201 8918 / **Passcode:** 818608

10:30 – 11:30 AM MT: Break — *Committee members should leave the virtual meeting*

11:30 AM – 1:30 PM MT (10:30 AM PT, 12:30 PM CT, 1:30 PM ET)

2. **Checkoff Committee General Session & Meetings**

- a. Checkoff leadership will present a 2021-2025 Beef Industry Long Range Plan (LRP) overview, describe how Checkoff work aligns to the LRP, and discuss updates to the Checkoff Committee structure.
- b. Committee members will be divided into “Zoom Rooms” based on their individual committee.

- **To Join Zoom Meeting:**

- <https://zoom.us/j/92794176770?pwd=S0xJRUI2L05SU0QvRnExNk02YlpxUT09>

- **To Join via Phone:** (253) 215-8782 and enter Meeting ID & Passcode
Meeting ID: 927 9417 6770 / **Passcode:** 936321

3. **Individual Committee Meetings**

- a. Welcome/Call to Order
- b. Committee Agenda Review
- c. Review Long Range Plan, Committee Purpose, and Initiatives
- d. Wrap Up, Next Steps, Adjourn