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# Checkoff Evaluation Committee Meeting Agenda - DRAFT

2021 Winter Business Meeting

Zoom Conference Call

Wednesday, February 3, 2021 • 2:00 PM – 4:00 PM

## **JOIN MEETING VIRTUALLY**

**Join Zoom Meeting:** <https://zoom.us/j/93724782939?pwd=YXRFR1UvQVJpKzVZSGRWOEiYam5kdz09>

**Meeting ID:** 937 2478 2939

**Passcode:** 198813

**To Join Via Audio Only:** (253) 215-8782

**Jackie Means: Chair (C)**  
**Katie Brenny: Vice Chair (F)**

Welcome/Call to Order

Approve Agenda

Review Meeting Minutes from November 16, 2020

U.S. Beef Demand Drivers and Plant-based Protein Impact Study Update

Checkoff Committee Leadership Summit Overview

FY20 Evaluation Report on Checkoff Programs

FY21 Evaluation Reporting & Q1 Checkoff Program Report

External Program Reviews

- Update on FY21 program reviews
- Discuss multi-year plan

Other

Adjourn