



Funded by the Beef Checkoff.

Checkoff Evaluation Committee Meeting Minutes

Zoom Conference Call

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

Members Present

Jackie Means, Chair	Katie Brenny, Vice Chair
Rich Brown	Barb Downey
Randall Debler	Joe Horstman
Cheryl DeVuyst	Ryan Moorhouse
Jeff Isenmann	Jeff Rudolph
	Becky Walth

Members Absent

Turk Stovall

Committee staff

Beka Wall	Greg Hanes
Sara Arp	

Guests

Dr. Glynn Tonsor – Kansas State University
David Rockland - Rockland Dutton Research & Consulting
Emily Peet - Rockland Dutton Research & Consulting

Call to order

Jackie called the meeting to order at 2:00 PM. Beka facilitated roll call and it was determined there was a quorum.

Approval of Agenda

Katie asked if there were any additions or corrections to the agenda. Becky Walth moved to approve the agenda as presented. Cheryl DeVuyst seconded. Motion passed.

Review Meeting Minutes

Katie asked if there was any discussion or questions regarding the minutes taken during the November 16, 2020 meeting. She reminded the committee that no action was needed as the minutes were distributed via email and approved.

U.S. Beef Demand & Plant-based Protein Impact Study

Jackie introduced Dr. Glynn Tonsor, Professor at Kansas State University, to share the results of the U.S. Beef Demand & Plant-based Study. Dr. Tonsor stated the overall the study showed beef has a good image and consumers' perception of taste, appearance, and price of beef tend to exceed that of plant-based proteins. An electronic copy of the report was shared with Evaluation Committee members.

Checkoff Committee Leadership Summit Overview

Jackie and Katie shared highlights from their participation in the Checkoff Committee Leadership Summit.

FY2020 Evaluation Report on Checkoff Programs

Katie asked Beka to present the report. Beka shared highlights from the report and an overview of the report layout. It was also noted that contractors were quick to adjust and adapt program work amid a global pandemic. Barb Downey moved to approve the FY2020 Evaluation Report as presented. Randall Debler seconded. Motion passed.



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FY2021 Q1 Checkoff Program Report

Katie asked Beka to present the report. Beka reported that quarterly reports from all contractors were received on time and most programs are on target. Beka also walked the committee through the layout of the new Quarterly Quick Guides for their feedback. There was various discussion.

External Program Reviews

Jackie asked Greg and Beka to outline a multi-year workplan consisting of special projects and external program reviews for FY22 and FY23. Based on committee input, it was determined to move forward with the following project in FY22.

- Rich Brown moved to conduct a third-party review of the NCBA Beef Advocacy Training & Engagement Tactic, the NAMI Prepared Beef promotion AR, and the MICA/NEBPI Consumer/Supply Chain Information AR. Becky Walth seconded. Motion passed.

For FY23, the committee will look at reviewing the NCBA *Beef. It's What's For Dinner.* promotion AR and the NAMI Veal promotion AR. Further discussion on these reviews will take place when planning for the FY23 budget.

Other Business

Katie called for other business. An update was provided on the macroeconomic study the Evaluation Committee was interested in, and the contractor that brought forth that study will plan to submit it as part of an AR in FY22. No other business came before the committee.

Adjourn

The meeting of the Evaluation Committee adjourned at 4:02 PM.