



Funded by the Beef Checkoff.

International Marketing Committee DRAFT Meeting Minutes

2021 Virtual Winter Business Meeting

Thursday • Feb 4, 2021 • 12:15 – 1:20 PM MT

Jimmy Taylor, Co-Chairman (C)

Bill Lickley, Co-Chairman (F)

Chad Smith, Staff Liaison

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|---------------------------|---|
| Purpose Statement: | Increase U.S. beef demand in international markets by leveraging unique attributes of U.S. beef. |
| Attendees: | Bill Lickley, Jimmy Taylor, Rosemary Anderson, Ann Marie Bosshamer, Rich Brown, Jay Dalton, Gary Daniel, Gary Deering, Seth Denbow, Barb Downey, Jim Eschliman, Robert Fountain, Jr., Ross Havens, Todd Inglee, Jeff Isenmann, Bilynn Johnson, Andy Kellom, Amelia Kent, Bill King, Byron Lehman, Bill Lipscomb, Brett Morris, Irv Petsch, Rocky Pinheiro, Terry Quam, Fred Schuetze, Tracy Thomas, Mark Voll, Mark Wintch, Richard Winter, Shane Wiseman, and Penny Zimmerman. |
| Staff: | Chad Smith, Libby Stauder |

Welcome/Call to Order

Co-Chair Bill Lickley welcomed everyone and called the meeting to order at 12:15 PM MT.

Following introductions, **Co-Chairs Jimmy Taylor** and **Bill Lickley** reviewed the agenda for the meeting.

Approve Agenda

Jeff Isenmann moved to approve the agenda. **Fred Schuetze** seconded the motion. Motion carried.

Long Range Plan

Co-Chair Taylor asked if there were any additional questions or comments on the Long Range Plan that was presented during the Committee General Session.

Purpose Statement Review

Co-Chair Lickley reviewed the committee's purpose statement: "Increase U.S. beef demand in international markets by leveraging unique attributes of U.S. beef". Bill also gave examples of programs that fit with the scope of the International Marketing Committee's purpose statement.

Review of Committee's Initiatives

Co-Chairs Taylor and **Lickley** then presented the Long Range Plan Initiatives that had been assigned to the International Marketing Committee. They led the discussion regarding each of the initiatives.

FY 2022 International Marketing Committee Initiatives:

- Identify and address export customer needs and values.
- Collaborate with targeted partners to promote U.S. beef in foreign markets.
- Invest in research, marketing, and education programs.
- Drive adoption of traceability.



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Wrap Up, Next Steps

Co-Chair Lickley thanked the committee for their participation in the meeting and discussed the next steps in the process. Checkoff contractors and potential contractors will present their proposed plans of work (referred to as authorization requests or ARs) during the Summer Business Meetings which are scheduled for August 10th – 12th in Nashville, TN. Following that meeting, contractors will update their authorization requests and present these requests to the Beef Promotion Operating Committee in September.

Adjourn

The meeting was adjourned at 1:20 PM MT.