



Beef Promotion Operating Committee Meeting Minutes

September 9 – 10, 2021

Hyatt Place/Pena Station Denver International Airport
and Teleconference

DRAFT

Call to Order

Beef Promotion Operating Committee Chair Hugh Sanburg called the meeting to order at 8:01 a.m. on Thursday, September 9, 2021, and thanked everyone for attending the meeting. Mr. Sanburg asked Sami Ichrist to do a roll call of the committee members.

Members Present

Hugh Sanburg, Chair
Katie Cooper
David Hamilton
Jeff Isenmann
Torri Lienemann
Bill McLaren
Terry Quam
Jimmy Taylor, via Zoom
Norman Voyles, Jr.
Michael White

Clay Burtrum
Brad Hastings
Katie Brenny
Gary Deering
Dan Hanrahan
Chris Jeffcoat
Stacy McClintock
Brett Morris
Clark Price
Jeff Rudolph

Guests/Staff Present

Sara Arp, CBB
Samantha Augustine, NBPI
Susan Backus, FMPRE
Brian Beierle, AFBFA
Lia Biondo, USCA
Jared Brackett, CBB
Rich Brown, CBB
Heather Buckmaster, OK BC
Mandy Carr, NCBA
Mark Cooper, USMEF
Cheryl DeVuyst, CBB
James Drouillard, KSU
Mark Eisele, NCBA
Doug Evans, NCBA
Dan Halstrom, USMEF
Greg Hanes, CBB
Chaley Harney, MT BC
Richard Henningfeld, AFBFA
John Hinnners, USMEF
David Hutsell, CBB
Sami Ichrist, CBB
Todd Inglee, CO BC
Jason Jerome, NCBA
Todd Johnson, NCBA
Jill Johnson, NCBA

J.J. Jones, NIAA
Bill King, CBB
Chloe King, Swanson Russell
Jeff Lutz, CBB
Travis Maddock, Federation
Hillary Makens, NCBA
Molly McAdams, TX BC
Daniel Meloy, AFBFA
Sarah Metzler, CBB
Bob Mitchell, CBB
Eric Mittenenthal, NAMI
Donna Moenning, NAMI
Sarah Reece, NCBA
John Robinson, NCBA
Ashley Russell, NY BC
Katie Scheer, Swanson Russell
Bill Slovek, CBB
Chad Smith, CBB
Beth Stark, NEBPI
Libby Stauder, CBB
Kaitlyn Swope, NEBPI
Don Waite, NCBA
Beka Wall, CBB
Wayne Watkinson, Legal Counsel

Josh White, NCBA
Todd Wilkinson, NCBA
Colin Woodall, NCBA
Morgan Young, NIAA



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Virtual Attendees

Ann Marie Bosshamer, NE BC
Ty Brayton, NCBA
Heather Buckmaster, OK BC
Taylor Cox, USDA
Seth Denbow, CBB
Trish Dowton, CBB
Elizabeth Flores, USDA
Nicole Galase, HI BC
Lynda Grande, CBB
Courtney Gray, PA BC
Chaley Harney, MT BC
Nichole Hockenberry, PA BC
Daphne Holterman, CBB
Rex Hoppes, IA BC
Catherine Huggins, NCBA
Amy Johnson, NCBA
Scott McGregor, IA BC
Lauren Maehling, AZ BC
Eric Moore, NCBA

Jessie Pennell, WVA BC
George Quackenbush, MI BC
Kelly Schmidt, MN BC
C.W. Senn, CBB
Kahl Sesker, USDA
Bill Sessions, NAMI
Don Smith, CBB
Steve Springer, CBB
Kevin Thielen, KS BC
Michael Trimble, NCBA
Tammy Vaassen, WI BC
Andrew Warner, Swanson Russell
Deb Warren, NCBA
Wendy White, NCBA
Barb Wilkinson, NCBA
Ross Wilson, TCFA
Claudia Wright, CBB

Quorum Established

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

Welcome

Chair Hugh Sanburg welcomed members, contractors and guests. The Chair turned the floor over to Vice Chair Clay Burtrum for some opening comments

Agenda Approval

Chair Hugh Sanburg asked for a motion to approve the agenda as presented.

Gary Deering moved, and Katie Brenny seconded approval of the agenda as presented. Motion passed.

Minutes Approval

Chair Hugh Sanburg asked for a motion to approve the minutes as presented.

Clay Burtrum moved to approve the minutes of May 13, 2021 meeting and Stacy McClintock seconded. Motion passed.



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Financial Report

Jimmy Taylor, CBB Secretary/Treasurer, presented the Beef Board's financial statement for the period ending August 2021.

FY 2022 Budget Information

Jimmy Taylor stated that the funds available for FY 2022 AR requests was \$38,900,800. The total AR requests were \$47,440,728, which left a difference of \$8,539,928 over funds available.

Checkoff Evaluation Report

Cheryl DeVuyst, Chair of the Checkoff Evaluation Committee, gave a report describing the work of the Checkoff Evaluation Committee as a resource to the Beef Promotion Operating Committee. She reported that evaluation of Authorization Requests is made on a quarterly basis from reports submitted by the Contractors, which provide updates on their measurable objectives and PEM numbers if applicable for each tactic. The flow of evaluation information was illustrated. Mrs. DeVuyst stated that the responsibilities of the Checkoff Evaluation Committee are to measure results of Checkoff programs for the Beef Promotion Operating Committee from the information received from the Contractors. Beka Wall, CBB gave overview of Quick Guides and the information they contain as a tool to assist with the review of submitted Authorization Requests. Mrs. DeVuyst concluded that as a means of looking for continuous improvement, external reviews are carried out.

FY 2021 Veal Formula

Chad Smith, CBB, presented the FY 2022 Veal Formula. Chair Hugh Sanburg opened for discussion.

Amended Authorization Requests (ARs) and Action on Requests

Chair Hugh Sanburg asked for a motion to approve the amended authorization request on AR 2010-R. Mr. Sanburg stated that FMPRE included a letter outlining the amendment request and that the information was located in the AR Change book.

Norman Voyles moved, Clark Price seconded to approve the amended AR as presented. Motion passed.

Review of Beef Promotion Operating Committee Schedule and Procedures

Chair Hugh Sanburg reviewed the Beef Promotion Operating Committee ground rules and process that would be followed for the considerations of Authorization Requests as well as the schedule and procedures by day.

Presentation of FY 2022 Memorandum of Agreement (MOA)

Greg Hanes, CBB, presented the FY 2022 Beef Promotion Operating Committee agreement which was approved at the April 8, 2021, meeting. Mr. Hanes noted the only changes to the document were updates on the dates.



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Presentation of FY 2022 Authorization Requests by Budget Component

Producer Communications

2250-PC, CBB – presented by Sarah Metzler, Cattlemen’s Beef Board

- Tactic A Key Audience Listening and Analytics
- Tactic B Integrated Producer Communications Platform
- Tactic C Industry Collaboration and Outreach

Consumer Information

2220-CI, MICA/NEBPI – presented by Kaitlyn Swope, Samantha Augustine and Beth Stark – Meat Import Council of America/Northeast Beef Promotion Initiative

- Tactic A Impact Consumer rust Through Experts with Influence, Outreach, and Engagement
- Tactic B Positioning Beef as the Protein of Choice Among Northeast Consumers

2221-CI, AFBFA - presented by Daniel Meloy, Rick Henningfeld and Brian Beierle – American Farm Bureau Foundation for Agriculture

- Tactic A Immersive professional development and accurate science education materials for STEM educators
- Tactic B Expand, connect, and support the community of science education influencers

2222-CI, NCBA – presented by Sarah Reece, Mandy Carr, Hillary Makens and Jason Jerome for National Cattlemen’s Beef Association

- Tactic A Food, Culinary & Ag Thought Leader Outreach and Engagement
- Tactic B Nutrition & Health Thought Leader Outreach and Engagement
- Tactic C Earned Media & Public Relations Efforts
- Tactic D Supply Chain Engagement
- Tactic E E-Commerce Partnerships

Promotion

2200-P, NAMI – presented by Eric Mittenthal for the North American Meat Institute Prepared Beef

- Tactic A Consumer Outreach
- Tactic B Key Opinion Leaders (KOL) Outreach
- Tactic C Channel Marketer Outreach



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2201-P, NAMI/New York Beef Council – presented by Ashley Russell for the North American Meat Institute/New York Beef Council Veal

Tactic A Veal Channel Marketing
Tactic B Veal Consumer Outreach and Engagement
Tactic C Veal Influencer Outreach
Tactic D Veal Digital Marketing
Tactic E Veal Advocacy Training and Communication

2202-P, NCBA – presented by Sarah Reece for the National Cattlemen’s Beef Association

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

Industry Information

2230-II, NAMI – presented by Donna Moenning for the North American Meat Industry

Tactic A Veal Quality Assurance

2231-II, NIAA – presented by JJ Jones for the National Institute of Animal Agriculture

Tactic A 11th Annual NIAA Antibiotics Symposium
Tactic B Beef Producer Engagement with the Centers for Disease Control and Presentation (CDC)
Tactic C Antimicrobial Resistance Communication Support and Distribution to Amplify Supporting Messaging for Producer Education and Influencer Engagement

2232-II, NIAA – presented by JJ Jones for the National Institute of Animal Agriculture

Tactic A Advancing Investment, Innovation, and Technology in Animal Agriculture

2233-II, NCBA - presented by Hillary Makens, Jill Johnson and Josh White for the 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)

2234-II, NCBA - presented by Hillary Makens, Jill Johnson and Josh White for the National Cattlemen’s Beef Association

Tactic A Beef Industry Crisis Reserve



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Foreign Marketing

2240-FM, USMEF – presented by Dan Halstrom, John Hinnners and Mark Cooper for U.S. Meat Export Federation

Tactic A	Africa
Tactic B	ASEAN
Tactic C	Caribbean
Tactic D	Central America
Tactic E	China & Hong Kong
Tactic F	Commonwealth of Independent States (CIS)
Tactic G	Europe
Tactic H	Japan
Tactic I	South Korea
Tactic J	Mexico
Tactic K	Middle East
Tactic L	South America
Tactic M	Taiwan

Research

2210-R, NAMI – presented by Susan Backus for the Foundation for Meat and Poultry Research and Education

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

2211-R, NCBA – presented by Mandy Carr for the National Cattlemen's Beef Association

Tactic A	Safety Research and Scientific Affairs
Tactic B	Nutrition Research and Scientific Affairs
Tactic C	Product research and Culinary Expertise
Tactic D	Sustainability Research and Scientific Affairs
Tactic E	Foundational Market Research
Tactic F	Key Topic Market Research

2212-R, USCA/Kansas State University – presented by Lia Biondo and Dr. James Drouillard for the United States Cattlemen's Association

Tactic A	A Strategy for Improving Consumer Perceptions of Beef and Beef Production Systems
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Identification of ARs to be Set Aside for Further Discussion

Brad Hastings 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 5:38 p.m. MT.

Friday, September 10

The Beef Promotion Operating Committee reconvened at 8:00 a.m. MT.

Action on FY 2022 Authorization Requests

Bill McClaren moved, and Jimmy Taylor seconded to fund 2250-PC, Cattlemen's Beef Board, in the amount of \$1,850,000. Discussion. Motion passed with 16 yes votes and 4 no votes.

Jeff Isenmann moved, and Stacy McClintock seconded to fund AR 2220-CI, Meat Import Council of America, in the amount of \$500,000. Discussion. Motion passed 15 yes votes and 5 no votes.

Gary Deering moved, and Katie Brenny seconded to fund AR 2221-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$800,000. Discussion. Motion failed with 7 yes votes and 13 no votes.

Bill McClaren moved, and Jeff Isenmann seconded to fund AR 2221-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$1,175,000. Discussion. Motion failed with 12 yes votes and 8 no votes.

Clark Price moved, and Gary Deering seconded to fund AR 2221-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$1,000,000. Discussion. Motion failed with 13 yes votes and 7 no votes.

Stacy McClintock moved, and Brad Hastings seconded to fund AR 2221-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$900,000. Discussion. Motion failed with 12 yes votes and 8 no votes.

Jimmy Taylor moved, and Terry Quam seconded to fund AR 2221-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$1,100,000. Discussion. Motion failed with 10 yes votes and 10 no votes.

Bill McLaren moved, and Chris Jeffcoat seconded to fund AR 2221-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$950,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Gary Deering moved, and Brad Hastings seconded to fund AR 2222-CI, National Cattlemen's Beef Association, in the amount of \$7,300,000. Discussion. Motion failed with 9 yes votes and 11 no votes.



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Norman Voyles, Jr. moved, and Bill McLaren seconded to fund AR 2222-CI, National Cattlemen's Beef Association, in the amount of \$6,500,000. Discussion. Motion passed with 14 yes votes and 6 no votes.

No Motion. AR 2200-P, North American Meat Institute.

Brad Hastings moved, and Dan Hanrahan seconded to fund AR 2201-P, North American Meat Institute in the amount of \$300,000. Discussion. Norman Voyles, Jr. moved to amend motion, and Michael White seconded to fund AR 2201-P in the amount of \$360,000. Amended motion passed with 14 yes votes and 6 no votes.

Gary Deering moved, and Clark Price seconded to fund AR 2202-P, National Cattlemen's Beef Association, in the amount of \$10,000,000. Motion failed with 8 yes votes and 12 no votes.

Bill McLaren moved, and Dave Hamilton seconded to fund AR 2202-P, National Cattlemen's Beef Association, in the amount of \$9,000,000. Motion failed with 10 yes votes 10 no votes.

Katie Brenny moved, and Chris Jeffcoat seconded to fund AR 2202-P, National Cattlemen's Beef Association, in the amount of \$9,500,000. Motion passed with 16 yes votes and 4 no votes.

Clark Price moved, and Michael White seconded to fund AR 2230-II, North American Meat Institute, in the amount of \$60,000. Motion failed with 12 yes votes and 8 no votes.

Gary Deering moved, and Brad Hastings seconded to fund AR 2230-II, North American Meat Institute, in the amount of \$75,000. Motion passed with 15 yes votes and 5 no votes.

Chris Jeffcoat moved to fund AR 2231-II, National Institute for Animal Agriculture, in the amount of \$95,000. There was no second. Motion died.

Clark Price moved, and Gary Deering seconded to fund AR 2231-II, National Institute of Animal Agriculture, in the amount of \$80,000. Motion passed with 14 yes votes and 6 no votes.

Dave Hamilton moved, and Katie Brenny seconded to fund AR 2232-II, National Institute of Animal Agriculture, in the amount of \$225,000. Motion failed with 2 yes votes and 18 no votes.

Gary Deering moved, and Brad Hastings seconded to fund AR 2233-II, National Cattlemen's Beef Association, in the amount of \$2,600,000. Motion failed with 12 yes votes and 8 no votes.

Chris Jeffcoat moved, and Gary Deering seconded to fund AR 2233-II, National Cattlemen's Beef Association, in the amount of \$2,800,000. Motion failed with 10 yes votes and 10 no votes.

Michael White moved, and Jimmy Taylor seconded to fund AR 2233-II, National Cattlemen's Beef Association, in the amount of \$2,400,000. Motion failed with 7 yes votes and 13 no votes.

Norman Voyles, Jr. moved, and Clark Price seconded to fund AR 2233-II, National Cattlemen's Beef Association, in the amount of \$2,750,000. Motion passed with 16 yes votes and 4 no votes.



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Brad Hastings moved and Katie Brenny seconded to fund AR 2234-II, National Cattlemen's Beef Association, in the amount of \$2,000,000. Motion passed with 20 yes votes.

Gary Deering moved, and Jeff Isenmann seconded to fund AR 2240-FM, United States Meat Export Federation, in the amount of \$9,000,000. Motion passed with 15 yes votes and 5 no votes.

Brad Hastings moved, and Clark Price seconded to fund AR 2210-R, Foundation for Meat and Poultry Research and Education, in the amount of \$600,000. Motion passed with 16 yes votes and 4 no votes.

Katie Brenny moved, and Brad Hastings seconded to fund AR 2211-R, National Cattlemen's Beef Association, in the amount of \$9,000,000. Gary Deering moved, and Jeff Isenmann seconded to amend the motion to fund AR 2211-R, National Cattlemen's Beef Association, in the amount of \$8,850,000. Motion failed with 11 yes votes and 9 no votes. Motion was back to original fund amount of \$9,000,000. Motion failed with 11 yes votes and 9 no votes.

Brad Hastings moved, and Chris Jeffcoat seconded to fund AR 2211-R, National Cattlemen's Beef Association, in the amount of \$8,500,000. Motion passed with 15 yes votes and 5 no votes.

Jeff Isenmann moved, and Gary Deering seconded to fund AR 2212-R United States Cattlemen's Association, in the amount of \$456,498. David Hamilton moved, and Norman Voyles, Jr. seconded to amend the motion to fund AR 2212-R in the amount of \$400,000. Amendment Failed with 9 yes votes and 11 no votes. Original motion remained. No vote. Michael White moved, and Clark Price seconded to amend original motion for a second time, to fund in the amount of \$300,000. Second amendment failed with 9 yes votes and 11 no votes. Original motion remained. Jeff Isenmann moved, and Gary Deering seconded to fund the original motioned amount of \$456,498. Motion failed with 10 yes votes and 10 no votes. Chris Jeffcoat moved with a new motion, and Jeff Isenmann seconded to fund AR 2212-R in the amount of \$425,000. Motion failed with 11 yes votes and 9 no votes. Gary Deering moved with a new motion, and Chris Jeffcoat seconded to fund AR 2212-R in the amount of \$380,000. Motion failed with 13 yes votes and 7 no votes. Gary Deering moved with a new motion, Jimmy Taylor seconded to fund AR 2212-R in the amount of \$350,000. Motion failed with 13 yes votes and 7 no votes.

Brett Morris moved, and Clay Burtrum seconded to increase the CBB Revenue Budget by \$500,000. Motion failed with 5 yes votes and 15 no votes.

Michael White moved, and Jeff Isenmann seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$350,000. Motion failed with 13 yes votes and 7 no votes.

Katie Cooper moved, and Michael White seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$325,000. Motioned failed with 13 yes votes and 7 no votes.

Katy Brenny moved, and Jeff Isenmann seconded to fund AR-2221-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$900,000. Motion failed with 12 yes votes and 8 no votes.

Jeff Isenmann moved, and Norman Voyles, Jr., seconded to fund AR 2222-CI, National Cattlemen's Beef Association, in the amount of \$6,000,000. Motion failed with 10 yes votes and 10 no votes.



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Gary Deering moved, and Michael White seconded to fund AR 2222-CI, National Cattlemen's Beef Association, in the amount of \$6,300,000. Motion passed with 14 yes votes and 6 no votes.

Jeff Isenmann moved, and Norman Voyles, Jr., seconded to fund AR 2202-P, National Cattlemen's Beef Association, in the amount of \$9,000,000. Motion failed with 12 yes votes and 8 no votes.

Chris Jeffcoat moved, and Jeff Isenmann seconded to fund AR 2202-P, National Cattlemen's Beef Association, in the amount of \$9,250,000. Motion failed with 12 yes votes and 8 no votes.

Dan Hanrahan moved, and Dave Hamilton seconded to fund AR 2240-FM, Foreign Marketing, in the amount of \$8,500,000. Motion passed with 16 yes votes and 4 no votes.

Gary Deering moved, and Jeff Isenmann seconded to fund AR 2211-R, National Cattlemen's Beef Association, in the amount of \$8,300,000. Motion passed with 19 yes votes and 1 no vote.

Brad Hastings moved, and Clark Price seconded to fund AR 2250-PC, Cattlemen's Beef Board, in the amount of \$1,750,000. Motion failed with 6 yes votes and 14 no votes.

Gary Deering moved, and Bill McLaren seconded to fund AR 2233-II, National Cattlemen's Beef Association, in the amount of \$2,500,000. Motion passed with 17 yes votes and 3 no votes.

Stacy McClintock moved, and Clark Price seconded to fund AR 2230-II, North American Meat Institute, in the amount of \$50,000. Motion failed with 12 yes votes and 8 no votes.

Michael White moved, and Jeff Isenmann seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$300,000. Motion failed with 13 yes votes and 7 no votes.

Gary Deering moved, and Brad Hastings seconded to fund AR 2211-R, National Cattlemen's Beef Association, in the amount of \$8,200,000. Motion passed with 18 yes votes and 2 no votes.

Jeff Isenmann moved, and Terry Quam seconded to fund AR 2202-P, National Cattlemen's Beef Association, in the amount of \$9,250,000. Motion failed with 13 yes votes and 7 no votes.

Jeff Rudolph moved, and Gary Deering seconded to cut budget by a percentage across all ARs to balance the budget. No second. Motion dies.

Jeff Isenmann moved, and Chris Jeffcoat seconded to fund AR 2202-P, National Cattlemen's Beef Association, in the amount of \$9,300,000. Motion passed with 15 yes votes and 5 no votes.

Stacy McClintock moved, and Brad Hastings seconded to fund AR 2210-R, Foundation for Meat and Poultry Research, in the amount of \$500,000. Motion passed with 16 yes votes and 4 no votes.

Brad Hastings moved, and Jeff Isenmann seconded to fund AR 2240-FM, United States Meat Export Federation, in the amount of \$8,300,000. Motion failed with 13 yes votes and 7 no votes.



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Dan Hanrahan moved, and Jeff Isenmann seconded to fund AR 2240-FM, United States Meat Export Federation, in the amount of \$8,400,000. Motion passed with 15 yes votes and 5 no votes.

Terry Quam moved, and Jeff Isenmann seconded to fund AR 2211-R, National Cattlemen's Beef Association, in the amount of \$8,100,000. Motion passed with 14 yes votes and 6 no votes.

Jeff Isenmann moved, and Gary Deering seconded to cut all AR's by the budget gap of \$14,200. Motion failed.

Chris Jeffcoat moved, and Stacy McClintock seconded to increase CBB program budget by \$14,200. Motion passed with 14 yes votes and 6 no votes. Gary Deering moved, and Clark Price seconded to amend the motion to spread the budget gap of \$14,200 to a percentage over all AR's if it was not approved by the Executive Committee. Amendment passed with 14 yes votes and 6 no votes.

Katie Cooper moved, and Torri Lienemann seconded to fund AR 2222-CI, National Cattlemen's Beef Association, in the amount of \$6,000,000. Motion failed with 13 yes votes and 7 no votes.

Norman Voyles, Jr. moved, and Katie Cooper seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$150,000 by reducing AR 2211-R, National Cattlemen's Beef Association, in the amount of \$50,000, reducing AR 2202-P, National Cattlemen's Beef Association, in the amount of \$50,000, and AR 2222-CI, National Cattlemen's Beef Association, in the amount of \$50,000. Motion failed with 6 yes votes and 14 no votes.

Jeff Isenmann moved, and Gary Deering seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$456,498 by petitioning the Executive Committee and CBB to increase the revenue program budget by \$470,698 (\$456,498 plus the budget gap of \$14,200). Motion failed with 6 yes votes and 14 no votes.

Stacy McClintock moved, and Brett Morris seconded to move forward with the recommended current budget to the Executive Committee, including the budget gap increase of \$14,200 in the previous motion. Motion failed with 5 yes votes and 15 no votes.

Norman Voyles, Jr. moved, and Dan Hanrahan seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$210,000 by reducing AR 2211-R, National Cattlemen's Beef Association, in the amount of \$70,000, reducing AR 2202-P, National Cattlemen's Beef Association, in the amount of \$70,000, and AR 2222-CI, National Cattlemen's Beef Association, in the amount of \$70,000. Motion failed with 7 yes votes and 13 no votes.

Bill McClaren moved, and Jeff Isenmann seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$374,808 by reducing all other AR's by 1%. Torri Lienemann moved, and Clark Price seconded to amend this motion to fund AR 2212-R in the amount of \$374,808 by reducing all contractors AR's only in the budget categories of Consumer Information, Promotion, Industry Information by the percentage that would total \$374,808. Amended motion failed with 13 yes votes and 7 no votes. Original motion was voted on to fund AR 2212-R in the amount of \$374,808 by reducing all other AR's 1%. Motion failed with 13 yes votes and 7 no votes.



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Dan Hanrahan moved, and Norman Voyles, Jr. seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$210,000 by reducing AR 2211-R, National Cattlemen's Beef Association, in the amount of \$50,000, reducing AR 2202-P, National Cattlemen's Beef Association, in the amount of \$50,000, and AR 2222-CI, National Cattlemen's Beef Association, in the amount of \$50,000. Motion failed with 8 yes votes and 12 no votes.

Katie Brenny moved, and Jeff Isenmann seconded to fund AR 2221-CI, American Farm Bureau Foundation for Agriculture, in the amount of \$935,800. Motion passed with 14 yes votes and 6 no votes.

Brett Morris moved, and Jeff Isenmann seconded to move forward with the recommended budget as presented. Motion failed with 13 yes votes and 7 no votes.

Clay Burtrum moved, and Jeff Isenmann seconded to present budget as is to the Executive Committee and CBB. Motion failed with 13 yes votes and 7 no votes.

Torri Lienemann moved, and Clark Price seconded to fund AR 2212-R, United States Cattlemen's Association, in the amount of \$210,000 by reducing all contractors AR's by 1% or by the percentage that would total \$210,000 only in the budget categories of Consumer Information, Promotion, and Industry Information. Motion passed with 14 yes votes and 6 no votes.

Clay Burtrum moved, and Stacy McClintock seconded to approve the recommended budget to the Executive Committee. Motion passed with 18 yes votes and 2 no votes.

Action on FY 2022 Budget Amendment

Jeff Lutz, CFO presented the amended FY 2022 Authorization Request Budget of \$38,900,800 to the committee. The Chair asked for a motion to recommend the amended FY 2022 Authorization Request Budget of \$38,900,800 to the full Board. Gary Deering made the motion to recommend the amended FY 2022 Authorization Budget to the full Board and Clay Burtrum seconded the motion. The Chair asked the committee if there is any discussion. Hearing no discussion, the Chair asked for a vote by the Committee. The Committee voted in favor of recommending the FY 2022 Authorization Request Budget to the full Board.

The AR program funding as decided by the Beef Promotion Operating Committee is as follows:

Producer Communications
2250-PC, CBB – \$1,850,000

Consumer Information
2220-CI, MICA/NEBPI – \$494,760

2221-CI, AFBFA - \$926,000

2222-CI, NCBA – \$6,234,020



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Promotion

2200-P, NAMI – \$0

2201-P, NAMI/New York Beef Council – \$356,230

2202-P, NCBA – \$9,202,600

Industry Information

2230-II, NAMI – \$74,210

2231-II, NIAA – \$79,160

2232-II, NIAA – \$0

2233-II, NCBA - \$2,473,820

2234-II, NCBA - cap at \$2,000,000 only if the AR is activated by a vote of Checkoff leadership in the event of a crisis.

Research

2210-R, NAMI – \$500,000

2211-R, NCBA – \$8,100,000

2212-R, USCA/Kansas State University – \$210,000

Adjournment

Dave Hamilton moved, and Jeff Rudolph seconded to adjourn the meeting at 12:43 p.m. MT.