



Funded by the Beef Checkoff.

International Marketing Committee DRAFT Meeting Minutes

2021 Cattle Industry Convention and NCBA Trade Show

Nashville, TN

Gaylord Opryland Resort & Convention Center • **Governor's Ballroom C**

Wednesday, August 11, 2021 • 9:45 AM – 4:00 PM

Penny Zimmerman: Co-Chairman (C)

Bill Lickley, Co-Chairman (F)

Chad Smith, Staff Liaison

DRAFT

Purpose Statement:	Increase U.S. beef demand in international markets by leveraging unique attributes of U.S. beef
Committee Members in Attendance:	Bill Lickley, Penny Zimmerman, Rosemary Anderson, Charles Bassett, Rich Brown, Jay Dalton, Gary Daniel, Gary Deering, Seth Denbow, Barb Downey, Ross Havens, Todd Inglee, Jeff Isenmann, Bilynn Johnson, Bill King, Byron Lehman, Bill Lipscomb, Brett Morris, Irv Petsch, Rocky Pinheiro, Caleb Plyler, Terry Quam, Tucker Shaw, Mark Voll, Mark Wintch, Richard Winter, Shane Wiseman, and Steve Wolfe
Staff:	Chad Smith, CBB staff liaison; Libby Stauder, CBB meeting assistant.
Guests:	Travis Arp, Jared Brackett, Dan Halstrom, John Hinnens, Scott Reynolds.

Welcome/Call to Order

Co-Chair **Bill Lickley** welcomed everyone and called the meeting to order at 9:45 AM.

Following introductions, **Bill Lickley** reviewed the agenda for the meeting.

Approve Agenda

Brett Morris moved to approve the agenda.

Shane Wiseman seconded the motion.

Motion carried.

Approve Minutes

Gary Deering moved to approve the minutes from the February 4, 2021, Zoom meeting.

Charles Bassett seconded the motion.

Motion carried.

Review of Purpose Statement and Committee Ground Rules

Co-Chair **Penny Zimmerman** reviewed the committee's purpose statement, Beef Checkoff planning cycle, and committee ground rules.

Review of Tactic Scoring Process

Co-Chairs **Bill Lickley** and **Penny Zimmerman** reviewed the tactic scoring and comment submission process before turning the floor over to Dan Halstrom to present the USMEF tactics.

Contractor Presents FY2022 Tactics

USMEF presented 13 tactics for FY22. These tactics were presented by region, and the committee took breaks during the presentation to score the tactics and develop comments for the Beef Promotion Operating Committee (BPOC). Scores and comments were submitted by table. Throughout the presentation, there was good discussion between committee members and USMEF staff.



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Tactic Comment Alignment

After USMEF discussed each tactic and the committee scored and submitted comments for each tactic, the committee reviewed the scores and comments. Comments were discussed and adjusted per committee consensus. The contractor answered additional questions that were raised. Comments were finalized for each tactic.

The committee developed four overarching comments that apply to USMEF's Authorization Request, which consists of the 13 tactics presented to the committee. The overarching comments are:

- The committee appreciates that USMEF has developed appropriate strategies for each market based on cultural, political, and economic differences
- We recognize that USMEF has utilized eCommerce and other technologies to increase demand for US beef around the world
- USMEF did an exemplary job adapting to market changes during the COVID pandemic
- The committee supports flexibility for USMEF to move funding between tactics, as needed

Wrap Up, Next Steps

Co-Chairs **Bill Lickley** and **Penny Zimmerman** 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) to the BPOC in September. The BPOC will make funding decisions, and the contractors will begin work on FY22 ARs on October 1, 2021.

Co-Chairs **Bill Lickley** and **Penny Zimmerman** also thanked USMEF for their presentation and for the great work that they are doing to increase the demand for US beef in the international marketplace.

Adjourn

The meeting was adjourned at 4:15 PM.