



Safety & Product Innovation Committee DRAFT Meeting Agenda 2021 Cattle Industry Convention and NCBA Trade Show

Nashville, TN

Gaylord Opryland Resort & Convention Center • **Tennessee Ballroom A**

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

Funded by the Beef Checkoff.

Additional Meetings to Attend

Checkoff Highlight Session

Tuesday, August 10

12:45 - 2:45 PM

Ryman Ballroom

CBB Board Meeting

Thursday, August 12

10:00 AM – 12:00 PM

Bayou AB

NCBA Board of Directors

Thursday, August 12

1:00 - 3:00 PM

Presidential Ballroom CDE

Torri Lienemann: Co-Chairman (C)

Chris Jeffcoat: Co-Chairman (F)

Amy Johnson: Staff Liaison

Purpose Statement: Enhance beef safety through adoption of science-based practices, and inspire the beef community to innovate products, packaging, and industry solutions.

Checkoff Committee Meeting

Welcome/Call to Order

- Today's Goal – Review and score Checkoff contractor tactics for FY2022
- Introductions
- Evaluation Committee Report

Approve Agenda and Minutes

Review Purpose Statement and Committee Ground Rules

Review Tactic Scoring and Process

Contractors Present FY2022 Tactics

- Contractor names and presentation order will be provided at meeting.
- Score each tactic based on how well it supports committee prioritized LRP initiatives.
- Gather and discuss committee's comments.

Engage Contractors for Additional Information Specific to Tactics

- Questions
- Clarification

Tactic Comment Alignment

- Alignment on final committee comments to be provided to the Beef Promotion Operating Committee

Wrap-up and Next Steps

Adjourn