



# Beef Promotion Operating Committee Meeting Minutes

September 6-7, 2023

Hyatt Place Peña Station/Denver Airport, CO  
and Teleconference

**DRAFT**

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## **Call to Order**

Beef Promotion Operating Committee Chair Jimmy Taylor called the meeting to order at 8:00 AM MT on Wednesday, September 6, 2023, and thanked everyone for attending the meeting. Mr. Taylor asked Sami Ichrist to call roll of the committee members.

## **Members Present**

Jimmy Taylor, Chair  
Andy Bishop  
Katie Cooper  
Cheryl DeVuyst  
Trish Downton  
Dave Hamilton  
Jason Hitch  
Jeff Isenmann  
Ryan Moorhouse  
Michael White

Clark Price, Vice Chair  
Larry Barthle  
Jenni Birker  
Barb Downey  
Dan Gattis  
Nancy Jackson, DVM  
Chris Jeffcoat  
Scott Lake  
Al Lyman  
Travis Maddock

## **Guests/Staff Present**

Sara Arp, CBB  
Susan Backus, FMPRE  
Brian Beierle, AFBFA  
Lia Biondo, USCA  
Ann Marie Bosshamer, NEBC  
Heather Buckmaster, OKBC  
Mandy Carr, NCBA  
Chuck Coffey, OKBC  
Eric Moore, NIAA  
Jennifer Darmofal, NCBA  
Doug Evans, NCBA  
Davis Gidney, CBB  
Gabby Glenister, NYBC  
Mary Graner, CBB  
Gary Gwin, WYBC  
Greg Hanes, CBB  
Dan Halstrom, USMEF  
Kinley Hartman, USDA-AMS  
Brad Hastings, NCBA  
Ross Havens, CBB  
Richard Henningfeld, AFBFA  
John Hinners, USMEF  
Steve Hobbs, CBB  
Sami Ichrist, CBB

Jeff Lutz, CBB  
Jackie Madill, WABC  
Dave Maples, KYBC  
Molly McAdams, TXBC  
Daniel Meloy, AFBFA  
Sarah Metzler, CBB  
Hannah Mezera, Swanson Russell  
Eric Moore, NCBA  
Melissa Morgan, NIAA/UK  
Jennifer Neelson, NCBA  
Sarah Reece, NCBA  
Greg Rentfrow, NIAA/UK  
Jill Rittenberg, NCBA  
Bill Slovek, CBB  
Chad Smith, CBB  
Scott Reynolds, USMEF  
Steve Springer, CBB  
Beth Stark, NEBPI  
Scott Stebner, KSBC  
Kaitlyn Swope, NEBPI  
Michael Trimble, NCBA  
Norman Voyles, Jr., CBB  
Beka Wall, CBB  
Andrew Warner, Swanson Russell



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Todd Inglee, COBC  
Jill Johnson, NCBA  
Todd Johnson, NCBA  
J.J. Jones, NIAA  
Lis Kidder, Watkinson & Miller  
Bill Lipscomb, CBB

Wayne Watkinson, Watkinson & Miller  
Ann Whitman, WYBC  
Nikki Whitaker, KYCA  
Josh White, NCBA  
Tammy Wiedenbeck, CBB  
Dr. Jacob Wilson, USCA/PSI  
Colin Woodall, NCBA

## **Virtual Attendees Wednesday, 9/6**

Brian Amundson, NDBC  
Samantha Augustine, NEBPI  
Jason Bagley, TXBC  
Ty Brayton, NCBA  
Carey Brown, KYCA  
Bradon Burks, KYBC  
Rachel Cain, KYBC  
Chaley Harney, MTBC  
Victoria Heller, TXBC  
Ed Hildenbrand, CBB  
Nichole Hockenberry, PABC  
Mike Holden, CBB  
Amy Johnson, NCBA  
Sammi King, NCBA  
Sue Love, NCBA

Jess Nehl, NDBC  
Becky Potmesil, CBB  
Terry Quam, CBB  
Ashley Russell, NYBC  
Stephen Ryle, NCBA  
Katie Scherer, Swanson Russell  
Bill Sessions, NAMI  
Becky Thompson, KYCA  
Kelly Tucker, KYBC  
Tammy Vaassen, WIBC  
Don Waite, NCBA  
Nicole Wardner, NDBIC  
Stephanie Weiss, VABC  
Barb Wilkinson, NCBA

## **Virtual Attendees Thursday, 9/7**

Brian Amundson, NDBC  
Mike Anderson, IABC  
Samantha Augustine, NEBPI  
Jason Bagley, TXBC  
Bradon Burks, KYBC  
Jay Calhoun, CBB  
Gary Gwin, WYBC  
Chaley Harney, MTBC  
Fred Helbing, NCBA  
Victoria Heller, TXBC  
Mike Holden, CBB  
Nichole Hockenberry, PABC  
Sharon Kickertz-Gerbing, NDBC  
Sammi King, NCBA

Sue Love, NCBA  
Becky Potmesil, CBB  
George Quackenbush, MIBIC  
Terry Quam, CBB  
Ashley Russell, NYBC  
Katie Scherer, Swanson Russell  
Bill Sessions, NAMI  
Kelly Tucker, KYBC  
Tammy Vaassen, WIBC  
Doc Walker, CBB  
Nicole Wardner, NDBIC  
Stephanie Weiss, VABC  
Barb Wilkinson, NCBA  
Dr. Jacob Wilson, USCA/PSI

## **Establish a Quorum**

Chair Jimmy Taylor declared that a quorum was present to conduct business.



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## Welcome

Chair Jimmy Taylor welcomed committee members, and introduced Clark Price, Federation Chair, to say a few words. He then recognized Kinley Hartman with USDA-AMS. He also welcomed all other guests including the presenting contractors, QSBC Executives, CBB staff and those joining via Zoom. Lastly, he asked if there were any media representatives present and there were none.

## Approve Agenda

Chair Jimmy Taylor asked for a motion and second to approve the agenda as emailed or amended. Andy Bishop moved, and Trish Downton seconded to approve the agenda as emailed. Motion passed.

## Approve Minutes – May 11, 2023

Chair Jimmy Taylor asked for a motion to approve the minutes of the May 11, 2023, meeting as emailed or amended. Cheryl DeVuyst moved, and Larry Barthle seconded to approve the May 11, 2023, minutes as emailed. Motion passed.

## Financial Report and Available Funds for FY 2024

CBB Secretary-Treasurer Ryan Moorhouse presented the Beef Board's financial statements for the period ending July 2023. He reported that the Board's total assessment revenues for the first ten months of FY 2023 were approximately \$35.9 million. Mr. Moorhouse also reported on the changes in certain CBB balance sheet items since September 30, 2022. He presented changes in program expenses, USDA, Supporting Services and Litigation, and Administration expenses compared to the same time last year. Mr. Moorhouse then noted that the CBB had identified \$1,700,025 in additional funds available for the Beef Promotion Operating Committee to allocate to programs. This brings the total available funds to \$37,945,00 for FY 2024 programs. For comparison, total program funding for FY 2023 was \$38,550,000. He also noted that the total requested funds per the FY 2024 Authorization Requests were \$48,973,162, resulting in a "gap" of \$11,028,162 over funds available. Last year, that gap was \$9,464,037 based on total requests of \$48,014,037.

## FY 2023 AR review and MOA Updates

CBB CFO Jeff Lutz gave the following AR review and MOA updates:

- Starting with FY 2023, all Authorization Requests (ARs) are required to be 1-year except for Research ARs.
- In FY 2023, a new policy was added to the Memorandum of Agreement (MOA) in Exhibit B which states the following:

"The funding request approved by the BPOC as a part of the overall AR is by tactic. Contractors can move funds between tactics as part of the overall funded AR. When a tactic goes over its approved budget by more than 50%, CBB will require the Contractor to provide an explanation as why the approved funds were over the approved funding amount for that tactic within the AR."



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- Through the end of June 2023, no FY 2023 ARs have exceeded any tactic budget by more than the 50% threshold.

## **Checkoff Evaluation Committee Report**

Cheryl DeVuyst, Chair of the Checkoff Evaluation Committee, recognized and thanked the members of the committee as well as Beka Wall, CBB Director of Evaluation & Outreach, for their time and dedication. DeVuyst also recognized QSBC members, Ann Wittmann and George Quackenbush. For the first time, the Checkoff Evaluation Committee has QSBC representation, which brings a state-level perspective to the committee and helps to strengthen the Beef Checkoff's state/national partnership and the stewardship of producers' whole dollar.

DeVuyst also reported on the topics the Checkoff Evaluation Committee discussed at the July 25, 2023, meeting, which included:

- FY23 Q3 Program Evaluation Reports
- FY23 External Program Reviews
- 2024 Return on Investment Study

## **FY 2024 Veal Formula**

Chad Smith gave an update on the FY 2024 Veal Formula.

## **Authorization Request Amendments**

CBB CEO Greg Hanes reviewed the following AR Amendment which he had already given initial approval as authorized by the committee:

- CBB 2350-PC – No Cost Time Extension

Per the Beef Promotion Operating Committee policies and procedures, the committee ratifies extension requests approved by the CEO at each meeting.

Michael White moved, and Jeff Isenmann seconded to approve the requested AR Amendment. Motion passed.

## **Beef Promotion Operating Committee Schedule and Procedures**

CEO Greg Hanes reviewed the contents of the AR books and Chair Jimmy Taylor reviewed the ground rules and the process that would be followed for the considerations of Authorization Requests as presented as well as the schedule and procedures by day.



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## Presentation of FY 2024 Authorization Requests by Budget Component

### Foreign Marketing

2440-FM, USMEF – presented by Dan Halstrom, John Hinners, and Scott Reynolds for the U.S. Meat Export Federation

- Tactic A Africa
- Tactic B ASEAN
- Tactic C Caribbean
- Tactic D Central America & Dominican Republic
- 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

### Promotion

2401-P, NAMI/NYBC – presented by Gabby Glenister for the North American Meat Institute/New York Beef Council Veal

- Tactic A Channel Marketing and Engagement
- Tactic B Consumer Marketing and Engagement
- Tactic C Key Opinion Leader Outreach and Engagement

2402-P, NCBA – presented by Sarah Reece and Hillary Makens for the National Cattlemen's Beef Association

- Tactic A *Beef. It's What's for Dinner.* Marketing Content
- Tactic B *Beef. It's What's for Dinner.* Consumer Advertising & Social Media

### Research

2410-R, FMPRE – presented by Susan Backus for the Foundation for Meat and Poultry Research Education

- Tactic A Post-Harvest Beef Safety Research

2411-R, NCBA – presented by Mandy Carr Johnson for the National Cattlemen's Beef Association

- Tactic A Safety Research and Scientific Affairs
- Tactic B Nutrition Research and Scientific Affairs
- Tactic C Product Quality Research and Technical Expertise



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Tactic D Sustainability Research and Scientific Affairs  
Tactic E Consumer Market Research

2412-R, USCA/APSI – presented by Lia Biondo and Dr. Jacob Wilson for the United States  
Cattlemen’s Association Research/Applied Science and Performance Institute

Tactic A The Effects of a Beef Enriched Carnivore Diet on Human Health

2413-R, NIAA/UK– presented by J.J. Jones for the National Institute of Animal  
Agriculture and the University of Kentucky

Tactic A Molecular epidemiology and antimicrobial-resistance profile of Salmonella isolated  
from Kentucky local supply chain and development of novel therapeutics for infection  
control in pre-harvest and post-harvest stages of beef

2420-CI, MICA/NEBPI – presented by Kaitlyn Swope and Beth Stark for the Meat Import Council of  
America/Northeast Beef Promotion Initiative

Tactic A Engaging Influential Nutrition and Healthcare Professionals, Stakeholders and  
Thought Leaders to Impact Consumer Trust  
Tactic B Positioning Beef as the Protein of Choice Among Northeast Consumers  
Tactic C Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

2421-CI, AFBFA – presented by Brian Beierle and Rick Henningfeld for the American Farm Bureau  
Foundation for Agriculture

Tactic A Immersive professional development and accurate science education materials for  
STEM educators

2422-CI, NCBA – presented by Sarah Reece, Hillary Makens, Mandy Carr Johnson, and Jill Rittenburg  
for the National Cattlemen’s Beef Association

Tactic A Thought Leader Outreach and Engagement  
Tactic B Nutrition, Health and Medical Experts  
Tactic C Public Relations  
Tactic D Channel Marketing

## Producer Communications

2450-PC, CBB – presented by Sarah Metzler for the Cattlemen’s Beef Board

Tactic A Key Audience Insights and Action Platform  
Tactic B Producer Reach  
Tactic C Industry and Media Collaboration



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## Industry Information

2430-II, NAMI – presented by Gabby Glenister for the North American Meat Industry

Tactic A Veal Quality Assurance

2431-II, NIAA – presented by J.J. Jones for the National Institute of Animal Agriculture

Tactic A 13<sup>th</sup> Annual NIAA Antibiotics Symposium

Tactic B CDC Engagement

Tactic C Educational Resources & Materials

2432-II, NIAA – presented by J.J. Jones for the National Institute of Animal Agriculture

Tactic A Consortium Development

2433-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 & Engagement

Tactic C Beef Quality Assurance (BQA)

2434-II, NCBA – presented by Hillary Makens for the National Cattlemen's Beef Association

Tactic A Beef Industry Crisis Reserve

## Recess

Andy Bishop moved, and Chris Jeffcoat seconded to recess at 5:30 PM MT.

## Thursday, September 7, 2023

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

## Action on FY 2024 Authorization Requests

Cheryl DeVuyst moved, and Katie Cooper seconded to fund 2440-FM, USMEF, in the amount of \$8,150,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Trish Downton moved, and Jeff Isenmann seconded to fund 2401-P, NAMI/NYBC in the amount of \$275,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Barb Downey moved, and Larry Barthle seconded to fund 2402-P, NCBA in the amount of \$9,350,000. Discussion. Motion failed with 9 yes votes and 11 no votes.



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Dan Gattis moved, and Larry Barthle seconded to fund 2402-P, NCBA in the amount of \$9,250,000. Discussion. Motion failed with 9 yes votes and 11 no votes.

Chris Jeffcoat moved, and Andy Bishop seconded to fund 2402-P, NCBA in the amount of \$9,000,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Andy Bishop moved, and Trish Downton seconded to fund 2410-R, FMPRE in the amount of \$2,000,000 in partnership with NCBA and NIAA Discussion. Dan Gattis moved, and Andy Bishop seconded to amend the main motion to fund 2410-R, FMPRE in the amount of \$2,000,000 with *Salmonella* as an umbrella project with the requirement that Contractor's come back to the BPOC with a revised AR outlining the project(s) and scope of work. If the amendment passed, AR 2410-R, FMPRE; AR 2411-R (Tactic A), NCBA; and AR 2413-R, NIAA would not be funded individually. Chair Jimmy Taylor called for a vote on the amendment to the main motion. Motion passed to amend the main motion with 14 yes votes and 6 no votes. Chair Jimmy Taylor called for a vote on the main motion as amended. Discussion. Motion as amended failed with 8 yes votes and 12 no votes.

Travis Maddock moved, and Cheryl DeVuyst seconded to fund 2410-R, FMPRE in the amount of \$500,000. Discussion. Motion passed with 14 yes votes and 6 no votes.

Barb Downey moved, and Jason Hitch seconded to fund 2411-R, NCBA in the amount of \$8,301,000 with no restrictions. Discussion. Motion failed with 4 yes votes and 16 no votes.

Michael White moved, and Travis Maddock seconded to fund 2411-R, NCBA in the amount of \$7,900,000. Discussion. Motion failed with 8 yes votes and 12 no votes.

Dan Gattis moved, and Scott Lake seconded to fund 2411-R, NCBA in the amount of \$8,100,000. Discussion. Motion failed with 8 yes votes and 12 no votes.

Chris Jeffcoat moved, and Dave Hamilton seconded to fund 2411-R, NCBA in the amount of \$7,800,000. Discussion. Motion passed with 15 yes votes and 5 no votes.

Jeff Isenmann moved, and Travis Maddock seconded to fund 2420-CI, MICA/NEBPI in the amount of \$900,000. Discussion. Motion passed with 14 yes votes and 6 no votes.

Cheryl DeVuyst moved, and Jeff Isenmann seconded to fund 2421-CI, AFBFA in the amount of \$900,000. Discussion. Motion failed with 9 yes votes and 11 no votes.

Dave Hamilton moved, and Michael White seconded to fund 2421-CI, AFBFA in the amount of \$1,000,000. Discussion. Motion failed with 8 yes votes and 12 no votes.

Cheryl DeVuyst moved, and Chris Jeffcoat seconded to fund 2421-CI, AFBFA in the amount of \$950,000. Discussion. Motion failed with 7 yes votes and 13 no votes.

Larry Barthle moved to fund 2421-CI, AFBFA in the amount of \$750,000. No second. Motion dies.

Trish Downton moved, and Andy Bishop seconded to fund 2421-CI, AFBFA in the amount of \$1,100,000. Discussion. Motion failed with 8 yes votes and 12 no votes.





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Ryan Moorhouse moved, and Larry Barthle seconded to fund 2421-CI, AFBFA in the amount of \$800,000. Discussion. Motion passed with 14 yes votes and 6 no votes.

Barb Downey moved, and Al Lyman seconded to fund 2422-CI, NCBA in the amount of \$5,900,550 with no restrictions. Discussion. Motion passed with 15 yes votes and 5 no votes.

Andy Bishop moved, and Nancey Jackson seconded to fund 2450-PC, CBB in the amount of \$1,900,000. Discussion. Motion failed with 8 yes votes and 12 no votes.

Ryan Moorhouse moved, and Jeff Isenmann seconded to fund 2450-PC, CBB in the amount of \$1,800,000. Discussion. Motion passed with 16 yes votes and 4 no votes.

Michael White moved, and Larry Barthle seconded to fund 2430-II, NAMI in the amount of \$55,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Andy Bishop moved, and Michael White seconded to fund 2431-II, NIAA in the amount of \$125,000. Discussion. Motion failed with 2 yes votes and 18 no votes.

Trish Downton moved, and Travis Maddock seconded to fund 2431-II, NIAA in the amount of \$85,000 as follows: Tactic A - \$60,000 and Tactic B - \$25,000 with restriction on moving funds between tactics. Discussion. Motion failed with 4 yes votes and 16 no votes.

Larry Barthle moved, and Jeff Isenmann seconded to fund 2431-II, NIAA in the amount of \$60,000. Discussion. Motion passed with 14 yes votes and 6 no votes.

Travis Maddock moved, and Jeff Isenmann seconded to fund 2433-II, NCBA in the amount of \$2,500,000. Jeff Isenmann moved, and Nancy Jackson seconded to amend the main motion to fund 2433-II in the amount of \$2,704,450. Discussion. Motion to amend the main motion passed with 14 yes votes and 6 no votes. Discussion. The main motion as amended passed with 14 yes votes and 6 no votes.

Dan Gattis moved, and Jeff Isenmann seconded to fund 2434-II, NCBA in the amount of \$2,000,000. Discussion. Motion passed unanimously with 20 yes votes.

## **Action on FY 2024 Budget Amendment**

CFO Jeff Lutz presented the proposed FY 2024 Budget Amendment. Travis Maddock moved, and Larry Barthle seconded to recommend the FY 2024 Budget Amendment to the Full Board. Motion passed unanimously with 20 yes votes.

## **Other Business**

Chair Jimmy Taylor and Vice Chair Clark Price thanked all the contractors and committee members for their work and preparedness.



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## Adjourn

Jeff Isenmann moved, and Dave Hamilton seconded to adjourn the meeting at 10:45 AM MT. Motion passed.