



NUTRITION & HEALTH COMMITTEE MEETING DRAFT AGENDA

Funded by the Beef Checkoff.

2022 Cattle Industry Summer Business Meeting • Reno, NV
Nugget Casino Resort • Sierra 3
Wednesday, July 27, 2022 • 8 AM – 2 PM

Additional Meetings to Attend

Federation Forum

Tuesday, July 26
9:30 – 11:00 AM
Grand Ballroom 2

Checkoff Highlight Session

Tuesday, July 26
2:00 – 4:30 PM
Grand Ballroom 2

CBB Board Meeting

Wednesday, July 27
4:00 – 6:00 PM
Cascade 2

NCBA Board Meeting

Wednesday, July 27
5:30 – 7:30 PM
Grand Ballroom 1

Angie Meyer, Co-Chairman (C)
Philip Weltmer, Co-Chairman (F)

Purpose Statement: Advance credible research demonstrating the nutritional and health benefits of beef, and effectively communicate results with consumers, opinion leaders and stakeholders.

Welcome/Call to Order

Checkoff Evaluation Committee – Report on FY22 External Program Review

- Northeast Consumer/Supply Chain Engagement – MICA/NEBPI

Introductions

Approve 2022 Convention Minutes - ACTION

Review Committee Agenda and Approve - ACTION

Reminder of Mission Statement & Committee Ground Rules

Describe Authorization Request (AR) Presentation Format and Tactic Scoring

Contractors Present FY2023 AR Tactics

- As a table, complete a score sheet and comments for each tactic

Wrap-up

- Share scores and comments from each table
- Collect additional input for Contractors



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Next Steps

- Share results with Contractors and Beef Promotion Operating Committee (BPOC)
- Wrap-up webinar following September BPOC meeting to review funding decisions

Adjourn