



Funded by the Beef Checkoff.

Consumer Trust Committee DRAFT Meeting Agenda

2023 Cattle Industry Convention and NCBA Trade Show

Ernest N. Morial Convention Center • New Orleans, LA • **Room 215-216**

Thursday, February 2, 2023 • 2:00 – 4:00 PM

John Ferry: Co-Chairman (C)
Jesse Larios: Co-Chairman (F)
Megan Farley: Staff Liaison

Checkoff Committee Meeting – 2:00 – 4:00 PM

Purpose Statement:	Grow consumer trust in beef and beef production through greater adoption and understanding of industry best practices.
Attendees:	John Ferry, Jesse Larios, Patti Brumbach, Nichole Hockenberry, Josh St Peters, Nicole Wardner, Jenni Birker, Ralph Blalock Jr, Sarah K Childs, George Cooksley, Tim Cooley, Melissa Daniels, Trish Dowton, Vandal Fairchild, Stacy Hadrick, Fred Helbling, Leslie Hendry, Daphne Holterman, Gina Hudson, Nancy Jackson DVM, Wes Jensen, Bill McLaren, Janet Parker, Justin Rahn, Travis Schunk, Don Terry, Shannon C Treichel, A.C. (Creed) Ward, Dina Chacón-Reitzel
Liaisons:	Norman Voyles Jr, Officer Liaison; Megan Farley (NCBA) and Beka Wall (CBB), Staff Liaisons

Welcome/Call to Order:

- Introductions
- Called to order at 2:05 PM CST by Jesse Larios

Approve Agenda and Minutes:

Motion made by Trish Dowton, seconded by Sarah Childs, and unanimously approved.

Committee Overview:

- Review purpose statement, initiatives, and committee ground rules
- Beef Promotion Operating Committee Outcomes

Contractor Engagement:

- Program Update
- Questions

Wrap-up and Next Steps:

- Questions

Adjourn:

- Adjourned at 3:35 pm CST.