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# International Marketing Committee DRAFT Meeting Minutes

2023 Cattle Industry Convention and NCBA Trade Show

Ernest N. Morial Convention Center • New Orleans, LA • **Room 220-221**

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

Ross Havens: Co-Chairman (C)

Fred Schuetze: Co-Chairman (F) - Absent

Chad Smith: Staff Liaison

## **Purpose Statement:**

Increase U.S. beef demand in international markets by leveraging unique attributes of U.S. beef.

## **Welcome/Call to Order:**

Co-Chair **Ross Havens** called the meeting to order at 2:00 PM CT and welcomed committee members and guests. **Ross Havens** reviewed the meeting materials provided to each committee member and asked committee members to introduce themselves.

## **Approve Agenda and Minutes:**

- **Richard Winter** moved to approve the agenda.
- **Bill Lipscomb** seconded the motion.
- Motion carried.

## **Approve Minutes:**

- **Gary Deering** moved to approve the minutes from the July 27, 2022 meeting.
- **Cheryl DeVuyst** seconded the motion.
- Motion carried.

## **Committee Overview:**

Co-Chair **Ross Havens** reviewed the committee's ground rules and Purpose Statement.

## **Contractor Engagement:**

Dan Halstrom and the staff from the U.S. Meat Export Federation presented an update on the status of U.S. Beef exports around the world and shared highlights of USMEF's current programs.

## **Wrap-up and Next Steps:**

**Ross Havens** 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) during the Summer Business Meetings, which are scheduled for July 24<sup>th</sup> through 26<sup>th</sup> in San Diego, California.

## **Adjourn:**

The meeting was adjourned at 4:14 PM CT.