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# Checkoff Consumer Trust Committee Minutes- DRAFT

2023 Cattle Industry Summer Business Meeting

Manchester Grand Hyatt, Mission Beach Room 3rd Floor, San Diego, CA

Wednesday, July 26, 2023, 8:00 AM-2:00 PM

**John Ferry, Co-Chair-CBB**  
**Jesse Larios, Co-Chair-Federation**

<b>Purpose Statement:</b>	Grow consumer trust in beef and beef production through greater adoption and understanding of industry best practices.
<b>Attendees:</b>	Jesse Larios, John Ferry, Megan Farley, Beka Wall, Patty Wood, Jackie Madill, Bill McLaren, Sarah Childs, Nichole Hockenberry, Trish Dowton, Melissa Daniels, Jeff Rudolph, Justin Tupper, Jaret Moyer, Shannon Treichel, Jeri Hanson, Jennifer Lewis, Chloe Wilson, Peter Lehning, A.C. (Creed) Ward, Nancy Jackson, Wes Jensen, Tim Cooley, Kimberly D'Anella, Ed Hildenbrand, Fred Helbling, Terry Quam, Janet Parker, George Cooksley, Andrew Kopic, Jenni Birker, April Bonds
<b>Liaisons:</b>	Beka Wall, Staff Liaison/Tabulator, CBB; Megan Farley, Staff Liaison, NCBA

- **Welcome, Call to Order**
  - John Ferry called to order at 8 am PDT
  
- **Checkoff Evaluation Committee External Program Reviews**
  - Beef Quality Assurance, NCBA
  - Masters of Beef Advocacy, NCBA
  - Veal Quality Assurance, NAMI
  
- **Introductions**
  - Co-Chairs and committee members
  
- **Approval**
  - 2023 Cattle Industry Annual Convention Meeting Minutes – ACTION
    - Motion made by George Cooksley, second by Bill McLaren. Unanimously approved.
  - 2023 Summer Business Meeting Consumer Trust Committee Meeting Agenda – ACTION
    - Motion made by Patty Wood, seconded by Nancy Jackson. Unanimously approved.
  
- **Review**
  - Mission Statement
  - Committee Ground Rules
  
- **Authorization Request (AR):**
  - Describe AR presentation format.
  - Tactic scoring

- **Contractors**

- National Cattlemen's Beef Association

- Tactic 2411 D – Sustainability Research and Scientific Affairs
- Contractor Q&A, table scoring, and comments.

- Tactic 2422 C – Public Relations
- Contractor Q&A, table scoring, and comments.

- Tactic 2433 A – Issues and Crisis Management and Planning
- Tactic 2433 B – Beef Advocacy Training & Engagement
- Tactic 2433 C – Beef Quality Assurance
- Contractor Q&A, table scoring, and comments.

- North American Meat Institute

- Tactic 2430 A – Veal Quality Assurance
- Contractor Q&A, table scoring, and comments.

- North American Meat Institute & New York Beef Council

- Tactic 2401 C – Key Opinion Leader Engagement
- Contractor Q&A, table scoring, and comments.

- American Farm Bureau Foundation for Agriculture

- Tactic 2421 A – Immersive professional development and accurate science education materials for STEM educators
- Contractor Q&A, table scoring, and comments.

- **Wrap-Up**

- Shared scores and comments from each table with the full committee; finalized and summarized committee comments.
- Collected additional input for Contractors.

- **Next Steps**

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

- **Adjournment**

- Adjourned by Jesse Larios at 3 pm PDT.