



# Checkoff Consumer Trust Committee Agenda

## 2023 Cattle Industry Summer Business Meeting

Manchester Grand Hyatt, Mission Beach (3<sup>rd</sup> Floor), San Diego, CA

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

Funded by the Beef Checkoff.

### Additional Meetings to Attend

#### **Federation Forum**

Monday, July 24, 6:00 PM – 7:30 PM

Harbor Ballroom A-F

#### **Checkoff Highlight Session**

Tuesday, July 25, 2:00 PM – 4:30 PM

Harbor Ballroom G-I

#### **CBB Board Meeting**

Wednesday, July 26, 4:00 PM – 6:00 PM

Coronado Ballroom D-E

#### **NCBA Board of Directors Meeting**

Wednesday, July 26, 5:30 PM – 7:30 PM

Harbor Ballroom A-F

**John Ferry, Co-Chair-CBB**

**Jesse Larios, Co-Chair-Federation**

**Megan Farley, NCBA Staff Liaison**

### **Purpose Statement:**

Grow consumer trust in beef and beef production through greater adoption and understanding of industry best practices.

- **Welcome, Call to Order**
- **Checkoff Evaluation Committee External Program Reviews**
  - Beef Quality Assurance, NCBA
  - Masters of Beef Advocacy, NCBA
  - Veal Quality Assurance, NAMI
- **Introductions**
  - Co-Chairs
- **Approval**
  - 2023 Cattle Industry Annual Convention Meeting Minutes
- **Review**
  - Mission Statement
  - Committee Ground Rules
- **Authorization Request (AR):**
  - Describe AR presentation format.
  - Tactic scoring
- **Contractors**
  - Present FY2024 AR Tactics
  - As a table, complete a scoresheet and comments for each topic.

## Consumer Trust Committee Agenda

July 26, 2023

Page 2 of 2

- **Wrap-Up**
  - Share scores and comments from each table
  
- **Next Steps**
  - Share results with Contractors and Beef Promotion Operating Committee (BPOC)
  - Wrap-up webinar following September BPOC meeting to review funding decisions.
  
- **Adjournment**