



Funded by the Beef Checkoff.

Checkoff International Marketing Committee Agenda

2023 Cattle Industry Summer Business Meeting

Manchester Grand Hyatt, Bayview (32nd Floor), San Diego, CA

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

Additional Meetings to Attend

Federation Forum

Monday, July 24, 6:00 PM – 7:30 PM

Harbor Ballroom A-F

CBB Board Meeting

Wednesday, July 26, 4:00 PM – 6:00 PM

Coronado Ballroom D-E

Checkoff Highlight Session

Tuesday, July 25, 2:00 PM – 4:30 PM

Harbor Ballroom G-I

NCBA Board of Directors Meeting

Wednesday, July 26, 5:30 PM – 7:30 PM

Harbor Ballroom A-F

Ross Havens, Co-Chair-CBB

Fred Schuetze, Co-Chair-Federation

Chad Smith, CBB Staff Liaison

Purpose Statement:

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

- **Welcome, Call to Order**
- **Introductions**
 - Co-Chairs
- **Approval**
 - Agenda
 - 2023 Cattle Industry Annual Convention Meeting Minutes
- **Review**
 - Purpose Statement
 - Long Range Plan Initiatives
 - Committee Ground Rules
- **Authorization Request (AR):**
 - Describe AR presentation format.
 - Tactic scoring
- **Contractor Presentations & Tactic Scoring**
 - Present FY2024 AR Tactics
 - As a table, complete a scoresheet and comments for each tactic.
- **Wrap-Up**
 - Share scores and comments from each table.

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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.

- **Adjournment**