



Funded by the Beef Checkoff.

Checkoff International Marketing Committee DRAFT Meeting Minutes

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

Ross Havens, Co-Chair-CBB
Fred Schuetze, Co-Chair-Federation

Purpose Statement:	Increase U.S. beef demand in international markets by leveraging unique attributes of U.S. beef.
Committee Members in Attendance:	Ross Havens, Fred Schuetze, Rosemary Anderson, Bill Baldwin, Ira Brackett, Gary Deering, Seth Denbow, Cheryl DeVuyst, Barb Downey, Robert Fountain, Jr., Patterson Freeman, David Hamilton, Bilynn Johnson, Jess Morgan Kane, Andy Kellom, Larry Kendig, Ted Kingsley, Bill Lipscomb, Brett Morris, Haley Moss, Jess Nehl, Warren Nop, Caleb Plyler, Tucker Shaw, Bill Slovek, Larry Stomprud, and Richard Winter.
Staff:	Chad Smith, CBB, Staff Liaison; Jennifer Darmofal, NCBA, Meeting Assistant.
Guests:	Dan Halstrom, John Hinners, Scott Reynolds, Joe Schuele, USMEF; Norman Voyles, Jr., CBB Officer Liaison; Kinley Hartman, USDA, AMS; Ruth Coffey; Queeda Baldwin; Jaclyn Wilson; Mary Jo Rideout; Carey Brown.

Welcome, Call to Order

Co-Chair Ross Havens called the meeting to order at 8:02 AM PT and welcomed committee members and guests. Ross Havens reviewed the meeting materials provided to each committee member and asked committee members to introduce themselves.

Approvals

- Andy Kellom moved to approve the agenda. Caleb Plyler seconded the motion. Motion carried.
- Gary Deering moved to approve the 2023 Cattle Industry Annual Convention Meeting Minutes. Bill Slovek seconded the motion. Motion carried.

Review of Committee Procedures

Co-Chairs, Ross Havens and Fred Schuetze, reviewed the committee purpose statement, the committee ground rules, the Long Range Plan Initiatives that pertain to the International Marketing Committee, and the Checkoff Planning Cycle.

Review of Authorization Request (AR) Presentation Format and Tactic Scoring

Staff Liaison, Chad Smith, reviewed the presentation format and the tactic scoring procedures.

Contractor Presentations & Tactic Scoring

USMEF presented 13 foreign marketing tactics for FY2024. These tactics were presented by region, and the committee took breaks during the presentation to score the tactics and develop comments for the Beef Promotion Operating Committee (BPOC). Scores and comments were submitted by table. Throughout the presentation, there was good discussion between committee members and USMEF staff.

Wrap-Up

Following the presentations, the average score for each tactic was shared with the committee. Committee comments for each tactic will be compiled following the meeting.

Robert Fountain, Jr. moved that the committee approve a resolution to be put forward to the BPOC stating that “We (the International Marketing Committee) believe that USMEF continues to consistently address promotional opportunities worldwide for U.S. beef and utilizes our Checkoff dollars to efficiently and effectively promote U.S. beef, consistent with the goals and objectives of the industry long-range plan. Therefore, we are asking for continued funding of USMEF beef promotion initiatives at the requested levels for the next fiscal year.” The motion was seconded by Brett Morris. The motion carried.

Next Steps

Co-Chair 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) to the BPOC in September. The BPOC will make funding decisions, and the contractors will begin work on FY24 ARs on October 1, 2023.

The Co-Chairs also thanked USMEF for their presentation and for the great work that they are doing to increase the demand for US beef in the international marketplace.

Adjournment

- Andy Kellom moved to adjourn the meeting.
- Jess Kane seconded the motion.
- The meeting was adjourned at 2:50 PM.