



Funded by the Beef Checkoff.

Checkoff Nutrition & Health Committee Agenda

2023 Cattle Industry Summer Business Meeting
Manchester Grand Hyatt, Cortez Hill, 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

Angie Meyer, Co-Chair-CBB
Philip Weltmer, Co-Chair-Federation
Sammi King, NCBA Staff Liaison

Purpose Statement:

Advance credible research demonstrating the nutritional and health benefits of beef, and effectively communicate results with consumers, opinion leaders and stakeholders.

- **Welcome, Call to Order**
- **Introductions**
 - Co-Chairs
- **Approval**
 - Agenda
 - 2023 Cattle Industry Annual Convention Meeting Minutes
- **Review**
 - Purpose Statement
 - 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.

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- **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**