



# Checkoff International Marketing Committee Agenda

2024 CattleCon

Orlando Convention Center, S330 E-F, Orlando, Florida

Thursday, February 1, 2024, 2:30 PM-4:30 PM

## Additional Meetings to Attend – Orlando Convention Center

<p><b>Checkoff Evaluation Committee Meeting</b>  Wednesday, January 31, 10:30 AM – 12:30 PM  Room S331 C-D</p>	<p><b>Market Research-Today's Beef Consumer</b>  Wednesday, January 31, 1:00 PM - 2:45 PM  Room S310 G-H + Corridor</p>	
<p><b>Checkoff Highlight Session</b>  Thursday, February 1  10:00 AM – 12:00 PM  Room S210 A-D</p>	<p><b>CBB Board Meeting</b>  Friday, February 2  10:30 AM – 12:30 PM  Room S230 B-D</p>	<p><b>NCBA Board of Directors</b>  Friday, February 2  3:00 PM – 5:00 PM  Room S320</p>

**Ross Havens, Co-Chair (CBB)**  
**Fred Schuetze, Co-Chair (Federation)**  
**Chad Smith, 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

### **Approval of:**

- Agenda
- Minutes from 2023 Cattle Industry Summer Business Meeting

### **Committee Overview**

- Review purpose statement, initiatives, and committee ground rules
- Beef Promotion Operating Committee outcomes

### **Contractor Engagement**

- Description
- Program updates
- Questions

### **Wrap-up and Next Steps**

- Questions
- Engagement and communication between meetings
- The next meeting will be in San Diego during the week of July 8th.

### **Adjourn**