



Checkoff Consumer Trust Committee Agenda

2024 CattleCon

Orlando Convention Center, Room S330 AB, Orlando, Florida

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

Additional Meetings to Attend – Orlando Convention Center

Checkoff Evaluation Committee Meeting
Wednesday, January 31, 10:30 AM – 12:30 PM
Room S331 C-D

Market Research-Today's Beef Consumer
Wednesday, January 31, 1:00 PM - 2:45 PM
Room S310 G-H + Corridor

Checkoff Highlight Session
Thursday, February 1
10:00 AM – 12:00 PM
Room S210 A-D

CBB Board Meeting
Friday, February 2
10:30 AM – 12:30 PM
Room S230 B-D

NCBA Board of Directors
Friday, February 2
3:00 PM – 5:00 PM
Room S320

John Ferry, CBB Co-Chair
Jesse Larios, Federation Co-Chair
Greg Cornelius, 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

- Chair

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

Adjourn

- Date and time