



# Consumer Trust Committee Minutes

CattleCon2024

Orlando Convention Center, Orlando, Florida, Room S330 AB

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

**John Ferry, Co-Chair (CBB)**  
**Jess Larios, Co-Chair (Federation)**

<b>Purpose Statement:</b>	Advance credible research demonstrating the nutritional and health benefits of beef, and effectively communicate results with consumers, opinion leaders and stakeholders.
<b>Attendance:</b>	Jesse Larios, John Ferry, Elizabeth Harsh, Robert Mickel, Chip Morgan, Nichole Hockenberry, Josh St Peters, Scott Stebner, Courtney Blasingame-Lawrence, Nicole Wardner, April Bonds, Jenni Birker, Melissa Daniels, Ralph Blalock Jr., Vandal Fairchild, Sarah Childs, Leslie Hendry, George Cooksley, Gina Hudson, Tim Cooley, Jaret Moyer, Kimberly D’Anella, Trish Downton, Stacy Hadrick, Jeri Hanson, Fred Helbling, Edmund Hildenbrand, Nancy Jackson, Wes Jensen, Andrew Kopic, Peter Lehning, Jennifer Lewis, Bill McLaren, Janet Parker, Terry Quam, Jeff Rudolph, Jackie Madill, Michael White, Patty Wood, Shannon Treichel, Patty Wood, and Creed Ward
<b>Liaisons:</b>	Greg Cornelius, Staff Liaison

### Welcome & Call to Order

Co-Chairs called the meeting to order at 2:30 p.m.

### Approval of Agenda and Minutes

- Co-Chair requested a motion to approve today’s Agenda. Michael White called the motion and Sarah Childs seconded. Agenda was approved.
- Co-Chair requested a motion to approve Minutes from 2023 Cattle Industry Summer Business Meeting. Patty Wood called the motion and Ed Hildenbrand seconded. Minutes were approved.

### Review Committee Purpose, Initiatives, and Ground Rules

John Ferry and Jesse Larios reviewed the purpose statement, initiatives, and committee ground rules, as well as the Beef Promotion Operating Committee outcomes.

### Contractor Presentation and Q&A

- Veal Promotion Authorization Requests (ARs) Discussed:
  1. VQA Certification
  2. Animal Health
  3. Veal Promotion
  4. Consumer Engagement
  5. Questions Segment
- American Farm Bureau Federation ARs Discussed:
  1. Science Education in Schools
  2. Classroom Resources & Activities
  3. STEM Local Implementation/Networks Within
  4. Questions Segment

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- NCBA ARs Discussed:
  1. Sustainability Research/Scientific Affairs
  2. Public Relations – Paid/Earned media.
  3. Issues and Crisis Management
  4. Beef Advocacy Training and Engagement.
  5. BQA Updates
  6. Questions Segment

### **Next Steps and Wrap Up**

Jesse/John called for a wrap up and made a motion to adjourn. Jerry Hanson called the motion and George Cooksley seconded. Adjournment approved unanimously.

### **Adjournment**

This meeting was adjourned at 3:50 p.m.