



International Marketing Committee Minutes

CattleCon2024

Orlando Convention Center, Orlando, Florida, Room S330 EF

Thursday, February 1, 2024, 2:30 PM-4:30 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.
Attendance:	Ross Havens, Rosemary Anderson, Ann Marie Bosshamer, Bill Baldwin, Ira Brackett, Jay Dalton, Gary Deering, Seth Denbow, Cheryl DeVuyst, Robert Fountain, Jr., Patterson Freeman, Dave Hamilton, Todd Inglee, Bilynn Johnson, Amy Kirkland, Jess Morgan Kane, Andy Kellom, Ted Kingsley, Bill Lipscomb, Mitchel Logsdon, Hayley Moss, Jess Nehl, Warren Nop, Caleb Plyler, Tucker Shaw, Bill Slovek, Larry Stomprud, Richard Winter, and Will Wise.
Liaisons:	Chad Smith, CBB Staff Liaison; Norman Voyles, Jr., Officer Liaison.

Welcome & Call to Order

Co-Chair Ross Havens called the meeting to order at 2:30 PM EST and welcomed committee members and guests. Committee members introduced themselves by answering the question, “How has the Beef Checkoff program benefitted your operation?”

Approval of Agenda and Minutes

- Richard Winter moved to approve the meeting agenda, Bill Lipscomb seconded the motion, and the committee approved the agenda.
- Andy Kellom moved to approve the minutes from the committee’s July 26, 2023, meeting, Jess Nehl seconded the motion, and the committee approved the minutes as presented.

Review Committee Purpose, Initiatives, and Ground Rules

Co-Chair Havens reviewed the Purpose Statement, Long Range Plan Initiatives, general Checkoff Program Committee structure, and laid ground rules for the day’s meeting. A review of the Operating Committee’s funding of 2024 Authorization Requests (ARs) was presented, as was an overview of the quarterly program updates available to all committee members on CBB’s website.

Contractor Presentation and Q&A

- Randy Spronk, Dan Halstrom, John Hinners, and Joe Schuele from the U.S. Meat Export Federation (USMEF) presented on the status of U.S. Beef exports around the world and shared highlights of USMEF’s current programs. USMEF currently has offices in 19 international locations and works in more than 80 countries.
- The value of beef and beef variety meats exported during January through November 2023 equaled \$394.07 per head of fed cattle slaughtered. The top markets for U.S. Beef during this period were Korea, China/Hong Kong, and Japan. USMEF staff answered questions from committee members throughout the presentation.

Next Steps and Wrap Up

Havens thanked the committee for their participation and discussed the next steps. Checkoff contractors and potential contractors will present their proposed plans of work (referred to as authorization requests or ARs) during the 2024 Cattle Industry Summer Business Meeting, July 8-11, 2024, in San Diego, California.

Adjournment

Co-Chair Ross Havens called for a motion to adjourn. Richard Winter moved that the meeting be adjourned. Dave Hamilton seconded the motion. The meeting was adjourned at 4:30 PM EST.