



Checkoff Safety & Product Innovation Committee Agenda 2024 CattleCon

Orlando Convention Center, Room S331 A-B, 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

David Bruene, Co-Chair (CBB)
Timmery Hellyer, Co-Chair (Federation)
Amy Johnson, Staff Liaison

Purpose Statement:

Enhance beef safety through adoption of science-based practices and inspire the beef community to innovate (develop) products, packaging, and industry solutions.

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