



Funded by the Beef Checkoff

CONSUMER TRUST COMMITTEE MEETING AGENDA

CattleConv 2025

Wednesday, February 5, 2025 | 2:30 PM-5:30 PM CT
Henry B. Gonzalez Convention Center, Room 214B, San Antonio, Texas

John Ferry, Co-Chair-CBB
Jesse Larios, Co-Chair-Federation
Mike Trimble, Staff Liaison

Purpose Statement

Grow consumer trust in beef and beef production through greater adoption and understanding of industry best practices.

1. **Welcome, Call to Order**
2. **Introductions**
3. **Approval**
 - Agenda
 - 2024 Summer Business Meeting Minutes
4. **Review Purpose Statement, Initiatives, Committee Ground Rules**
5. **FY2025 Authorization Request (AR) Updates from Contractors and Program Feedback**
6. **Next Steps**
 - Share Feedback Form with Contractors
 - Committee members refine their post-Convention takeaway
7. **Adjournment**