



Funded by the Beef Checkoff

CONSUMER TRUST COMMITTEE MEETING MINUTES

CattleCon 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.

Attendees

Members

John Ferry	Sarah Childs	Gina Hudson	Gwenna Prescott
Jesse Larios	Kimberly D'Anella	Wes Jenson	John Schroeder
Nichole Hockenberry	Melissa Daniels	Marisa Kleysteuber	Jeff Sherfield
Jackie Madill	Dean Fish	Andrew Kopic	Shannon Treichel
Josh St Peters	Josh Geigle	Cortney Lawrence	David Uhrig
Scott Stebner	Jeri Hanson	Peter Lehning	A.C. Ward
Nicole Wardner	Brooke Harward	Jennifer Lewis	
Jenni Birker	Leslie Hendry	Joy Patten	
Allen Blanchard	Jason Hitch	Shannon Peterson	

Staff & Guests

Mike Trimble	Beka Wall	Nancy Jackson
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1. Welcome, Call to Order

John Ferry and Jesse Larios called the meeting to order at 2:31 p.m.

2. Introductions

John Ferry and Jesse Larios welcomed the committee members and introduced themselves. Committee members then introduced themselves and guests were welcomed.

3. Approval of Agenda and Minutes

- John Ferry requested a motion to approve today's Agenda. Jerri Hanson made the motion and Jason Hitch seconded. Agenda was approved.
- John Ferry requested a motion to approve Minutes from 2024 Cattle Industry Summer Business Meeting. Sarah Childs called the motion and Gina Hudson seconded. Minutes were approved.



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4. Review Purpose Statement, Initiatives, Committee Ground Rules

- John Ferry and Jesse Larios reviewed the committee's purpose statement and Beef Industry Long Range Plan initiative to guide the committee's decisions, Beef Checkoff Planning Cycle, and a few ground rules for the committee. Mike Trimble walked through the presentation format for the day and gave some guidance on how the feedback forms should be completed.

5. Contractor Presentations & Committee Feedback

- Presentation #1 – AFBFA (AR 2521-CI)
 - Richard Henningfeld, Craig Rebich, and Chase Hieneman provided the American Farm bureau Foundation for Agriculture Consumer Information update and answered committee questions. Committee members then provided their feedback via feedback forms.
- Presentation #2 – NCBA Research (AR 2511-R)
 - Mandy Carr provided the National Cattlemen's Beef Association Research update and answered committee questions. Committee members then provided their feedback via feedback forms.
- Presentation #3 – NCBA Industry Information (AR 2532-II)
 - Josh White, Jill Johnson, and Hillary Makens all provided the National Cattlemen's Beef Association Industry Information update and answered committee questions. Committee members then provided their feedback via feedback forms.
- Presentation #4 – MI Veal Quality Assurance (AR 2530-II)
 - Donna Moenning provided the Meat Institute Veal Quality Assurance Industry Information update Consumer Information update and answered committee questions. Committee members then provided their feedback via feedback forms.
- Presentation #5 – NCBA Consumer Information (AR 2522-CI)
 - Hillary Makens provided the National Cattlemen's Beef Association Consumer Information update and answered committee questions. Committee members then provided their feedback via feedback forms.

6. Next Steps

Co-chairs shared how feedback provided during the meeting will be shared with CBB and contractors, thanked committee members for their active participation. Mike Trimble encouraged them to complete the post-meeting survey via the QR code.

7. Adjournment

John Ferry and Jesse Larios adjourned the meeting at 5:12 p.m.