



Funded by the Beef Checkoff

INTERNATIONAL MARKETING COMMITTEE MEETING AGENDA

CattleCon 2025

Wednesday, February 5, 2025, 2:30 PM-5:30 PM CT
Henry B. Gonzalez Convention Center, Room 207, San Antonio, Texas

Ross Havens, Co-Chair-CBB
Andy Kellom, Co-Chair-Federation
Chad Smith, Staff Liaison

Purpose Statement

Increase U.S. beef demand in international markets by leveraging unique attributes of U.S. beef.

- 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**