



Funded by the Beef Checkoff

INTERNATIONAL MARKETING COMMITTEE MEETING MINUTES

CattleCon2025

Wednesday, February 5, 2025, 2:30 PM-5:45 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.

Attendees

Members

Brian Amundson	Dave Hamilton	Jamie Lindamood	Amy Radunz
Andrew Banchi	Ross Havens	Bill Lipscomb	Bob Robinson
Ann Marie Bosshamer	Bilynn Johnson	Mitchel Logsdon	Tucker Shaw
Carey Brown	Andy Kellom	Pat McDowell	Larry Stomprud
Bree DeMontigny	Larry Kendig	Hayley Moss	Richard Winter
Robert Fountain Jr.	Ted Kingsley	Warren Nop	Will Wise
Patterson Freeman			

Staff & Officers

Chad Smith	Jennifer Darmofal	Cheryl DeVuyst
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Guests Included

Rosemary Anderson	Lydia Grant	Cevin Jones	Eamon O'Toole
Dave Bruntz	Steve Hansen	Dean Meyer	Steve Springer
Kara Dudley			

1. Welcome, Call to Order

Co-chair Ross Havens called the meeting to order at 2:35 PM.

2. Introductions

Co-chairs, Ross Havens and Andy Kellom, welcomed the committee members and guests, and introduced themselves. Committee members then introduced themselves.

3. Approval of Agenda and Minutes

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Bree DeMontigny moved to approve the day's agenda and Bob Robinson seconded the motion. The committee approved the day's agenda.

Ted Kingsley moved to approve the minutes from the committee meeting during the 2024 Summer Business Meeting in San Diego, California; Mitchel Logsdon seconded the motion, and the committee approved the minutes.

4. Review Purpose Statement, Initiatives, Committee Ground Rules

Andy Kellom reviewed the committee's ground rules, purpose statement and Beef Industry Long Range Plan, and the Beef Checkoff Planning Cycle. He also reported on the Checkoff funding that was allocated to USMEF for International Marketing by the Beef Promotion Operating Committee at their September 2024 meeting. Ross Havens reviewed Checkoff Evaluation resources available to committee members on The Hub, provided an overview of Checkoff Program Committees, and discussed committee responsibilities. Ross then walked through the presentation format for the day and the feedback form process.

5. Contractor Presentations & Committee Feedback

Dan Halstrom, John Hinnens and Scott Reynolds provided the U.S Meat Export Federation's International Marketing program update and answered committee member questions. The presenters shared highlights of their work in the fourteen countries and regions around the globe which are the focus of their market development projects. Demand continues to be strong for U.S. beef in the international marketplace, with export volume in 2024 steady with the prior year and export value up slightly. During the presentation, committee members provided written feedback on USMEF's demand building programs in each country or region. Comments provided on the feedback forms will be shared with USMEF to guide them as they begin planning their FY 2026 plan of work.

Next Steps

Co-chair Ross Havens thanked USMEF for their in-depth presentation and the great work that they are doing to grow demand for U.S. beef in the global market. He reminded committee members that their next meeting will be held in July during the Cattle Industry Summer Conference in San Diego. Ross thanked committee members for their active participation, encouraged them to share some of the information covered during the day's meeting with their fellow producers.

6. Adjournment

Bree DeMontigny moved to adjourn the meeting and Mitchel Logsdon seconded the motion. The meeting was adjourned at 5:52 PM.