



Funded by the Beef Checkoff

# STAKEHOLDER ENGAGEMENT COMMITTEE MEETING AGENDA

## CattleCon 2025

Wednesday, February 5, 2025 | 2:30 PM-5:30 PM CT  
Henry B. Gonzalez Convention Center, Room 213, San Antonio, Texas

**Ben Peterson, Co-Chair-CBB**  
**June Loseke, Co-Chair-Federation**  
**Wendy White, Staff Liaison**

### **Purpose Statement**

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Engage beef community stakeholders in programs that enhance understanding of the Beef Checkoff and advance the beef industry.

- 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**