



Funded by the Beef Checkoff

BEEF PROMOTION OPERATING COMMITTEE MEETING MINUTES - DRAFT

Wednesday, September 3, 2025 | 8:00 AM – 6:00 PM MT
Thursday, September 4, 2025 | 8:00 AM – 12:30 PM MT
Denver Airport Marriott at Gateway Park, Aurora, CO

Ryan Moorhouse, Chair
Nancy Jackson, DVM, Vice Chair

Wednesday, September 3

Call to Order

Beef Promotion Operating Committee Chair Ryan Moorhouse called the meeting to order at 8:10 AM MT on Wednesday, September 3, 2025, and thanked all attendees for their time. Mr. Moorhouse asked Lynne Ostreicher to call roll of the committee members.

Members Present

Ryan Moorhouse, Chair	Nancy Jackson, Vice Chair	Brian Amundson	Andy Bishop
Sarah Childs	Bree DeMontigny	Cheryl DeVuyst	Trish Dowton
John Ferry	Mark Goes	Dan Hanrahan	Andy Kellom
Scott Lake	June Loseke	Travis Maddock	Sallie Miller
Hayley Moss	Terry Quam	Joan Ruskamp	Shannon Treichel

Staff Present

Greg Hanes, CBB	Jeff Lutz, CBB	Davis Gidney, CBB	Todd Johnson, Federation
Lynne Ostreicher, CBB	Beka Wall, CBB	Sammi King, CBB	Chad Smith, CBB

Guests

Susan Backus, MF	JJ Jones, NIAA	Sarah Reece, NCBA
Heather Buckmaster, OK Beef Council	Lis Kidder, Legal Counsel	Jill Rittenberg, NCBA
Mandy Carr Johnson, NCBA	Ben Perterson, CBB Executive Committee	John Robinson, NCBA
Brian Beierle, AFBFA	Jackie Madill, WA Beef Commission	Dr. Glynn Tonsor, K-State
Chase Hieneman, AFBFA	Hillary Makens, NCBA	Beth Stark, NEBPI
Doug Evans, NCBA	Molly McAdams, TX Beef Council	Seth Denbow, CBB Executive Committee
Jennifer Darmofal, NCBA	Sarah Metzler, CBB	Kaitlyn Swope, NEBPI
Kinley Hartman, USDA-AMS	Donna Moening, MI	Ross Havens, CBB Executive Committee
Dan Holstrom, USMEF	Eric Moore, NCBA	Mike Trimble, NCBA
John Hinners, USMEF	Jennifer Nealon, NCBA	Nicole Wardner, ND Beef Commission
Scott Reynolds, USMEF	Kenton Ochsner, CO Beef Council	Josh White, NCBA
Richard Henningfeld, AFBFA	Caleb Plyler, CBB Executive Committee	Colin Woodall, NCBA
Jason Hitch, CBB Executive Committee	Jennifer Porter, USDA-AMS	Kylie Lusk, NEBPI
Ted Kingley, CBB Executive Committee	Russell Boles, OK Beef Council	
Pat McDowell, CBB Executive Committee	Gwen Geiss, CBB Evaluation	
Julie Moore, Colorado Beef Council		
Skye Krebs, NCBA		



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Virtual Attendees Wednesday, September 3

Jason Bagley, TX Beef	Ann Marie Bosshamer, NE Beef	Kimberly D’Anella, CBB EC
Erin Good	Victoria Heller, Texas Beef	Jaquelyne Leffler
Sydney Long	Lauren Maehling, Arizona Beef	Austin Menzies, Agralytica
Julie Moore, CO Beef	Joy Patten	Mike Rucier
Linda Russell	Kelly Schmidt, MN Beef	Bill Sessions, Meat Institute
Scott Stebner, IA Beef	Tammy Vaassen, WI Beef	Stephanie Weiss, VA Beef
Wendy White, NCBA		

Virtual Attendees Thursday, September 4

Issac Archuleta	Russ Ault	Jason Bagley, TX Beef
Kim Brackett, NCBA Leader	Ann Marie Bosshamer, NE Beef	Kimberly D’Anella, CBB EC
Chaley Harney, MT Beef	Victoria Heller, TX Beef	Nichole Hockenberry, PA Beef
Jill Johnson, NCBA Staff	Larry Kendig, CBB Member	Jacquelyne Leffler
Austin Menzies, Agralytica	Hannah Mezera	Tim Mitchell, Agralytica
Joy Patten	Becky Potmesil, CBB Member	Mike Rucier
Linda Russell	Kelly Schmidt, MN Beef	Scott Stebner, IA Beef
Kelly Tucker	Tammy Vaassen, WI Beef	

Quorum

All members were present, and Chair Ryan Moorhouse declared a quorum was present to conduct business.

Welcome

Chair Ryan Moorhouse welcomed committee members, and introduced Nancy Jackson, Vice Chair, to say a few words. He then recognized CBB staff, Kinley Hartman with USDA-AMS, and Lis Kidder, legal counsel. He also welcomed all other guests including the presenting contractors, QSBC Executives, and those joining via Zoom. Lastly, he asked if there were any media representatives present and there were none.

Agenda

Chair Ryan Moorhouse called for a motion to approve the agenda as emailed. Bree DeMontigny moved, and Trish Downton seconded to approve the agenda as emailed. Motion passed.

Minutes

Chair Ryan Moorhouse asked for a motion to approve May 14, 2025, meeting minutes as emailed. John Ferry moved, and Andy Kellom seconded to approve the minutes as emailed. Motion passed.

Financial Report and FY 2026 Available Funds

CBB Beef Board Secretary-Treasurer Terry Quam presented the Beef Board's financial statements for the period ending July 31, 2025. He reported that the Board's total assessment revenues for the first ten months of FY 2025 were approximately \$36.5 million. Mr. Quam presented changes in program expenses, USDA, Supporting Services and Litigation, and Administration expenses compared to the same time last year. He then noted that the CBB had identified \$1,930,750 in additional funds available for the Beef Promotion Operating Committee to allocate to authorization requests. This brings the total available funds to \$38,150,00 for FY 2026 authorization requests. For comparison, total authorization request funding for FY 2025 was \$37,975,000. He also noted that the total requested funds per the FY 2026 Authorization Requests were \$49,006,579, resulting in a “gap” of \$10,856,579 over funds available. Last year, that gap was \$8,772,856 based on total requests of \$46,747,856.



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Checkoff Evaluation Committee Report

Gwen Geis, Chair of the Checkoff Evaluation Committee, recognized and thanked members of the Checkoff Evaluation Committee for their time and dedication. She then summarized the key topics discussed during the July 8, 2025, meeting, which included:

- Program Evaluation Updates
- FY25 External Program Reviews
- FY27 Authorization Request Form
- Checkoff Evaluation Resources

FY 2026 Veal Formula

Chad Smith, Senior Director of Collections Compliance gave an update on the FY 2026 Veal Formula.

Authorization Request (AR) Amendments

There were two no-cost amendment requests. The first from the CBB (AR#2550-PC) requested an extension through 12/31/25. The second from NIAA (AR #2531-II) requested an extension through 4/30/26. Trish Downton moved, and Sarah Childs seconded to approve the two no-cost amendments. Motion passed.

Beef Promotion Operating Committee Schedule and Procedures

Greg Hanes, CBB Chief Executive Officer, reviewed the contents of the AR books and Chair Ryan Moorhouse reviewed the ground rules, schedule, and the process that would be followed each day for the consideration of Authorization Requests (ARs) as presented. Mr. Hanes noted that all ARs are 1 year starting in October 2025 until end of September 2026. Only research ARs are for 3 years.

Presentation of FY 2026 ARs

- Producer Communications
- Consumer Information
- Promotion
- Industry Information
- Foreign Marketing
- Research

Producer Communications

2650-PC: CBB – presented by Sarah Metzler for the Cattlemen’s Beef Board

- Tactic A Key Audience Insights and Action Platform
- Tactic B Producer Publishing
- Tactic C Industry and Media Collaboration

Consumer Information

2620-CI: MICA/NEBPI – presented by Kaitlyn Swope and Beth Stark for Meat Import Council of America/North East Beef Promotion Initiative

- Tactic A Empowering Influential Nutrition & Health Professionals to Inspire Consumer Trust in Beef
- Tactic B Positioning Beef as a Protein of Choice Among Northeast Consumers
- Tactic C Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

2621-CI: AFBFA – presented by Rick Henningeld, Chase Hieneman, and Brian Beierle for American Farm Bureau Foundation for Agriculture



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- Tactic A National-Scale Professional Learning and Resource Integration for Beef-Science Education

2622-CI: NCBA – presented by Sarah Reece, Mandy Carr Johnson, Hillary Makens, and Jill Rittenberg for National Cattlemen’s Beef Association

- Tactic A Thought Leader Outreach and Engagement
- Tactic B Nutrition, Health, and Medical Experts
- Tactic C Public Relations
- Tactic D Channel Marketing

2623-CI: NIAA – presented by J.J. Jones for National Institute of Animal Agriculture

- Tactic A Urban Ambassadors for Beef: A Strategic Engagement Initiative

Promotion

2601-P: MI/NY Beef Council – presented by Donna Moenning for Meat Institute and New York Beef Council

- Tactic A Channel Marketing and Engagement
- Tactic B Consumer Promotion and Marketing

2602-P: NCBA - presented by Sarah Reece and Hillary Makens for National Cattlemen’s Beef Association

- Tactic A *Beef. It’s What’s for Dinner.* Marketing Content
- Tactic B *Beef. It’s What’s for Dinner.* Consumer Advertising & Social Media

Industry Information

2630-II: MI – presented by Donna Moenning for the Meat Institute

- Tactic A Veal Quality Assurance

2631: NIAA - presented by J.J. Jones for the National Institute of Animal Agriculture

- Tactic A Regional AMR Roundtables
- Tactic B Amplified Communications & Outreach

2632-II: NCBA – presented by Hillary Makens and Josh White for the National Cattlemen’s Beef Association

- Tactic A Issues and Crisis Management and Planning
- Tactic B Beef Advocacy Training and Engagement
- Tactic C Beef Quality Assurance (BQA)

2633-II: NCBA – presented by Hilary Makens for the National Cattlemen’s Beef Association

- Tactic A Beef Industry Crisis Reserve

Foreign Marketing

2640-FM: USMEF – Presented by Dan Halstrom, John Hinners, and Scott Reynolds for the United States Meat Export Federation

- Tactic A Africa
- Tactic B ASEAN
- Tactic C Caribbean
- Tactic D Central America
- Tactic E China & Hong Kong
- Tactic F Commonwealth of Independent States (CIS)
- Tactic G Colombia



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- Tactic H Europe
- Tactic I Japan
- Tactic J South Korea
- Tactic K Mexico
- Tactic L Middle East
- Tactic M South America
- Tactic N Taiwan

Research

2610- R: MF – presented by Susan Backus for the Meat Foundation

- Tactic A Post-Harvest Beef Safety Research

2611-R: NCBA – presented by Mandy Carr Johnson for the National Cattlemen’s Beef Association

- Tactic A Research and Scientific Affairs
- Tactic B Nutrition Research and Scientific Affairs
- Tactic C Product Quality Research and Technical Expertise
- Tactic D Sustainability Research and Scientific Affairs
- Tactic E Consumer Market Research

2612-R: USCA/K-State - presented by Dr. Glynn Tonsor United States Cattlemen’s Association/Kansas State University

- Tactic A Meat Demand Monitor

Recess

Andy Bishop moved, and Sarah Childs seconded to recess at 5:35 PM MT.

Thursday, September 4, 2025

The Beef Promotion Operating Committee reconvened at 8:01 AM MT. Roll call indicated all members were present for a quorum.

Action of FY 2026 Authorization Requests

Joan Ruskamp moved, and John Ferry seconded to fund 2650-PC, CBB in the amount of \$1,800,000. Discussion. Motion passed with 19 yes and 1 no vote.

Dan Hanrahan moved, and Andy Bishop seconded to fund 2620-CI in the amount of \$900,000. Discussion. Motion failed with 9 yes votes and 11 no votes. Terry Quam moved, and June Loseke seconded to fund 2620-CI in the amount of \$1,000,000. Discussion. Motion passed with 19 yes votes and 1 no vote.

Mark Goes moved, and Bree DeMontigny seconded to fund 2621-CI in the amount of \$700,000. Discussion. Motion failed with 2 yes votes and 18 no votes. Cheryl DeVuyst moved, and John Ferry seconded to fund 2621-CI in the amount of \$800,000. Discussion. Motion passed with 14 yes votes and 6 no votes.

Sally Miller moved to fund 2622-CI in the amount of \$6,750,000. Motion failed for lack of second. John Ferry moved, and Andy Bishop seconded to fund 2622-CI in the amount of \$6,000,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Andy Bishop moved, and Hayley Moss seconded to fund 2623-CI in the amount of \$50,000. Discussion. Motion failed with 4 yes votes and 16 no votes.



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Travis Maddock moved, and Trish Dowton seconded to fund 2601-P in the amount of \$220,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Cheryl DeVuyst moved, and Andy Bishop seconded to fund 2602-P in the amount of \$9,000,000. Discussion. Motion passed with 20 yes votes and 0 no votes.

Travis Maddock moved, and Andy Bishop seconded to fund 2630-II in the amount of \$50,000. Discussion. Motion passed with 19 yes votes and 1 no vote.

Travis Maddock moved, and Dan Hanrahan seconded to fund 2631-II in the amount of \$75,000. Discussion. Motion passed with 20 yes votes and 1 no vote.

Andy Bishop moved, and Brian Amundson seconded to fund 2632-II in the amount of \$2,000,000. Discussion. Motion failed with 9 yes votes and 11 no votes. John Ferry moved, and Dan Hanrahan seconded to fund 2632-II in the amount of \$2,500,000. Discussion. Motion failed with 7 yes votes and 13 no votes. Travis Maddox moved, and Cheryl DeVuyst seconded to fund 2632-II in the amount of \$2,250,000 million. Discussion. Motion passed with 16 yes votes and 4 no votes.

Cheryl DeVuyst moved, and Mark Goes second to fund 2640-FM in the amount of \$8,300,000. Discussion. Motion failed with 4 votes and 16 no votes. Andy Kellom moved, and Scott Lake second to fund 2640-FM in the amount of \$8,000,000. Discussion. Motion passed with 18 yes votes and 2 no votes.

Dan Hanrahan moved, and John Ferry seconded to fund 2610-R in the amount of \$500,000. Discussion. Motion failed with 6 yes votes and 14 no votes. Trish Dowton moved, and Cheryl DeVuyst seconded to fund 2610-R in the amount of \$750,000. Discussion. Motion failed with 9 yes votes and 11 no votes. Travis Maddock moved, and Andy Bishop seconded to fund 2610-R in the amount of \$650,000. Discussion. Motion passed with 16 yes votes and 4 no votes.

Travis Maddock moved, and Andy Bishop seconded to fund 2611-R in the amount of \$8,000,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Mark Goes moved to fund 2612-R in the amount of \$680,000. Motion failed for lack of second. Trish Dowton moved, and Andy Bishop seconded to fund 2612-R in the amount of \$600,000. Discussion. Motion failed with 13 yes votes and 7 no votes. Cheryl DeVuyst moved, and Bree DeMontigny seconded to fund 2612-R in the amount of \$700,000. Discussion. Motion failed with 6 yes votes and 14 no votes. Cheryl DeVuyst moved, and Trish Dowton seconded to fund 2612-R in the amount of \$650,000. Discussion. Motion passed with 16 yes votes and 4 no votes.

Travis Maddock moved, and Andy Bishop seconded to amend 2621-CI in the amount of \$705,000, 2632-II in the amount of \$2,100,000, and 2640-FM in the amount of \$7,900,000. Discussion. Motion passed with 14 yes votes and 6 no votes.

Brian Admundson moved, and Joan Ruskamp seconded to amend 2630-II in the amount of \$35,000, and 2601-P in the amount of \$235,000. Discussion. Motion passed with 17 yes votes and 3 no votes.

Trish Dowton moved, and Sally Miller seconded to amend 2621-CI in the amount of \$775,000, and 2611-R in the amount of \$7,930,000. Discussion. Motion failed with 2 yes votes and 18 no votes.



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Action of FY 2026 Budget Amendment

Greg Hanes, CBB Chief Executive Officer, presented the proposed FY 2026 CBB Budget Amendment Amount for the Authorization Request Budget. Cheryl DeVuyst moved, and Andy Bishop seconded to recommend the FY 2026 Budget Amendment to the Full Board. Motion passed unanimously with 20 yes votes and 0 no votes.

Other Business

Chair Ryan Moorhouse and Vice Chair, Nancy Jackson thanked all the contractors and committee members for their work and preparation.

Adjourn

Andy Kellom moved, and Sarah Child seconded to adjourn at 10:33 AM MT.