Funded by the Beef Checkoff

NUTRITION & HEALTH COMMITTEE
MEETING AGENDA

2025 Cattle Industry Summer Business Meeting
Wednesday, July 9, 2025 | 8:00 AM – 2:00 PM PT
Hilton Bayfront Hotel, Sapphire Ballroom I, San Diego, California

Doc Walker, Co-Chair-CBB
Philip Weltmer, Co-Chair-Federation
Don Waite, Staff Liaison

Purpose Statement

Advance credible research demonstrating the nutritional and health benefits of beef, and effectively communicate results with consumers, opinion leaders, and stakeholders.

1. **Welcome, Call to Order**

2. **Introductions**

3. **Approval**
   - Agenda
   - 2025 Cattle Industry Convention Meeting Minutes

4. **Review Purpose Statement, Initiatives, Committee Ground Rules**

5. **Authorization Requests (AR):**
   - Describe AR presentation format.
   - Tactic scoring

6. **Contractor Presentations & Tactic Scoring**
   - Present FY2026 AR Tactics
   - As a table, complete a scoresheet and comments for each tactic.

7. **Wrap-up**
   - Share scores and comments from each table.

8. **Next Steps**
   - Share results with Contractors and Beef Promotion Operating Committee (BPOC).
   - Wrap-up webinar following September BPOC meeting to review funding decisions.

9. **Adjournment**

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Checkoff Evaluation Committee Meeting	Tuesday, July 8, 2025	9:30 AM-12:00 PM PT	Sapphire Ballroom A
Checkoff Highlight Session	Tuesday, July 8, 2025	2:30-5:00 PM PT	Sapphire Ballroom IM
Cattlemen's Beef Board Meeting	Wednesday, July 9, 2025	4:00-6:00 PM PT	Sapphire Ballroom LP
NCBA Board of Directors	Wednesday, July 9, 2025	5:30-7:30 PM PT	Sapphire Ballroom BCFGJKNO