



Funded by the Beef Checkoff

BEEF PROMOTION OPERATING COMMITTEE MEETING AGENDA - DRAFT

Wednesday, April 22, 2026 | 11:00 AM – 12:00 PM MT
Virtual Meeting

Cheryl DeVuyst, Chair
Travis Maddock, Vice Chair

- 1. Call to Order**
- 2. Establish a Quorum**
- 3. Approve Agenda**
- 4. Approve September 3-4, 2025 Meeting Minutes**
- 5. USDA-AMS Role with BPOC – Kinley Hartman, USDA-AMS Marketing Specialist**
- 6. AR Form and MOA Review**
 - Updates to Policies and Procedures
- 7. AR Amendments**
- 8. AR Program Budget Update**
- 9. Other Business**
 - Future Meetings
 - May 13, 2026 @ 11 am MT Zoom Call
 - 2026 Cattle Industry Summer Business Meeting, Denver, CO
 - July 12-14, 2026
 - Insights Webinars
 - Thursday, July 29 @ 11 am MT Zoom Call
 - Thursday, August 5 @ 11 am MT Zoom Call
 - Thursday, August 12 @ 11 am MT Zoom Call
 - Thursday, August 19 @ 11 am MT Zoom Call
 - Thursday, August 26 @ 11 am MT Zoom Call
 - Beef Promotion Operating Committee/CBB Executive Committee Meetings, Denver, CO
 - September 2-3, 2026
- 10. Adjourn**