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BEEF PROMOTION OPERATING COMMITTEE
MEETING AGENDA - DRAFT

Wednesday, September 2, 2026 | 8:00 AM – 6:00 PM MT
Thursday, September 3, 2026 | 8:00 AM – 12:00 PM MT
Denver Airport Marriott at Gateway Park, Aurora, CO
Ballroom

Cheryl DeVuyst, Chair
Travis Maddock, Vice Chair

Wednesday, September 2

1. **Welcome and Call to Order**
2. **Establish a Quorum**
3. **Approve Agenda**
4. **Approve Meeting Minutes – May 13, 2026 and June 3, 2026 Electronic Ballot**
5. **Financial Report and FY 2027 Available Funds**
6. **Checkoff Evaluation Committee Report**
7. **FY 2027 Veal Formula**
8. **Authorization Request (AR) Amendments**
9. **Beef Promotion Operating Committee Schedule and Procedures**
10. **Presentation of FY 2027 ARs**
    - Industry Information
    - Producer Communications
    - Research
    - Foreign Marketing
    - Promotion
    - Consumer Information

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BEEF PROMOTION OPERATING COMMITTEE MEETING AGENDA

Beef Promotion Operating Committee
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Thursday, September 3

11. Action of FY 2027 ARs

12. Action of FY 2027 Budget Amendment

13. Other Business

14. Adjourn