Funded by the Beef Checkoff

BEEF PROMOTION & OPERATING COMMITTEE
MEETING MINUTES - 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

Call to Order
Beef Promotion Operating Committee Chair Cheryl DeVuyst called the meeting to order at 8:00 AM MT on Wednesday, September 2, 2026, and thanked all attendees for their time. Mrs. DeVuyst asked Sara Nusbickel to call roll of the committee members.

Members Present
Cheryl DeVuyst, Chair
Travis Maddock, Vice Chair
Brian Amundson
Kalena Bruce
Sarah Childs
Randall Debler
Bree DeMontigny
John Ferry
Dan Hanrahan
Justin Iverson
Scott Lake
Peter Lehning
Jas Livingston
June Loeske
Ryan Moorhouse
Hayley Moss
Terry Quam
Joan Ruskamp
John Schroeder
Steve Springer

Staff Present
Sara Arp, CBB
Davis English, CBB
Greg Hanes, CBB
Jeff Lutz, CBB
Sara Nusbickel, CBB
Chad Smith, CBB
Beka Wall, CBB

Guests
Zach Alvira, CBB
Isaac Archuleta, Swanson & Russell
Valerie Bass, TN Beef Council
Roxi Beck, Look East
Ann Marie Bosshamer, NE Beef Council
Monte Bordner, CBB Executive Committee
Jay Calhoun, CBB Executive Committee
Mandy Carr Johnson, NCBA
Gary Daniel, CBB Executive Committee
Seth Derner, AFBFA
Tyler Eaton, NCBA
Doug Evans, NCBA
Dan Halstrom, USMEF
Kinley Hartman, USDA-AMS
John Hinners, USMEF
Devin Hoffarth, USMEF
Mike Holden, CBB Executive Committee
Amy Johnson, NCBA
JJ Jones, NIAA
Ted Kingsley, CBB Executive Committee
Andrew Lauver, FJF
Sydney Long, MO Beef Council
Jackie Madill, WA Beef Commission
Molly McAdams, TX Beef Council
Katie Rose McCullough, MF
Pat McDowell, CBB Executive Committee
Sarah Metzler, CBB
Hannah Mezera, Swanson & Russell
Julie Moore, CO Beef Council
Eric Moore, NCBA
Jennifer Nealson, NCBA
Kenton Ochsner, CO Beef Council
Gwenna Prescott, CBB Executive Committee
George Quackenbush, MI Beef Commission
Julia Recko, AFBFA
Sarah Reece, NCBA
Scott Reynolds, USMEF
Jill Rittenberg, NCBA
John Robinson, NCBA
Jenna Stanton, USCA
Beth Stark, NEBPI
Scott Stebner, KS Beef Council
Kaitlyn Swope, NEBPI
Brent Tanner, UT Beef Council
Nicole Wardner, ND Beef Commission
Andrew Warner, Swanson & Russell
Wayne Watkinson, Legal Counsel
Josh White, NCBA
Joby Young, AFBFA

Virtual Attendees Wednesday, September 2

Angelica Ahrens, USCA/UF/DU
Mike Anderson, IA Beef Council
Jason Bagley, TX Beef Council
Eric Brown, CBB Member
Heather Buckmaster, OK Beef Council
Chrissy Claudio, NY Beef Council
Cheryl Fairbairn, CBB Member
Mike Frey, CBB Member
Kayla Greer, AL Cattlemen's Assn.
Gary Gwin, WY Beef Council
Chaley Harney, MT Beef Council
Nichole Hockenberry, PA Beef Council
Chad Lanum, NCBA Member
Lauren Maehling, AZ Beef Council
Scott McGregor, IA Beef Council
Janine Moore, NCBA Member
Amy Radunz, NCBA Region VP
Brandi Richards, TX Beef Council
Jennifer Schefelbien, CBB Member
Bill Sessions, MI
Tammy Vassen, WA Beef Comm.
Stephanie Weiss, VA Beef Council
Eric Westman, USCA/UF/DU

Virtual Attendees Thursday, September 3

Angelica Ahrens, USCA/UF/DU
Mike Anderson, IA Beef Council
Andy Bishop, CBB Member
Eric Brown, CBB Member
Heather Buckmaster, OK Beef Council
Chrissy Claudio, NY Beef Council
Amanda Dackowsky, NY Beef Producer
Mark Goes, NCBA Region VP
Gary Gwin, WY Beef Council
Chaley Harney, MT Beef Council
Anne Herne, WY Beef Council
Nichole Hockenberry, PA Beef Council
Chad Lanum, NCBA
Lauren Maehling, AZ Beef Council
Scott McGregor, IA Beef Council
Joy Patten, ND Beef Comm.
Amy Radunz, NCBA Region VP
Brandi Richards, TX Beef Council
Bill Sessions, MI
Jeff Sherfield, NCBA Region VP
Tammy Vassen, WA Beef Comm.
Stephanie Weiss, VA Beef Council
Eric Westman, USCA/UF/DU

Quorum

Wayne Watkinson, Legal Counsel, declared that a quorum was present to conduct business.

Welcome

Chair Cheryl DeVuyst welcomed committee members, made opening remarks, and introduced Travis Maddock, Vice Chair. She then recognized Wayne Watkinson, with Legal Counsel and Kinley Hartman, with USDA-AMS, and welcomed all other guests including the potential contractors, QSBC Executives, CBB staff and those joining virtually.

Agenda

Chair Cheryl DeVuyst called for a motion to approve the agenda as emailed. John Ferry moved, and John Schroeder seconded to approve the agenda as emailed. Motion passed.

Minutes

Chair Cheryl DeVuyst asked for a motion to approve the May 13, 2026 meeting minutes, and June 3, 2026 electronic ballot as emailed. Bree DeMontigny moved, and Terry Quam seconded to approve the minutes as emailed. Motion passed.

Financial Report and FY 2026 Available Funds

CBB Secretary-Treasurer, Kalena Bruce presented the Beef Board's financial statements for the period ending July 31, 2026. She reported that the Board's total assessment revenues for the first ten months of FY 2026 were approximately $33.8 million.

Kalena presented changes in program expenses, USDA, Supporting Services and Litigation, and Administration expenses compared to the same time last year. She then noted that the CBB had identified $3,097,500 in additional funds available for the Beef Promotion Operating Committee to allocate to Authorization Requests (AR)s. This brings the total available funds to $39,518,000 for FY 2027 ARs. For comparison, total AR funding for FY 2026 was $38,150,000. She also noted that the total requested funds per the FY 2027 ARs were $49,625,310,

resulting in a funding gap of $10,107,310 over funds available. Last year, the funding gap was $10,856,579 based on total requests of $49,006,579.

Checkoff Evaluation Committee Report

Gwen Geis, Chair of the Checkoff Evaluation Committee, recognized and thanked Vice Chair Timmery Hellyer and other members of the Checkoff Evaluation Committee, as well as Beka Wall, CBB staff liaison to the committee, for their time and dedication.

She reported on the topics the Checkoff Evaluation Committee discussed at the July 13, 2026, meeting, which included:

- Program Evaluation Updates
- Quarterly Reports, Program Updates, and Research Summaries
- FY 2026 External Program Review
- FY27 AR Form Support & Training Opportunities

FY 2027 Veal Formula

Chad Smith, Sr. Director of Collections Compliance gave an update on the FY 2027 Veal Formula.

Authorization Request (AR) Amendments

There were two no-cost amendments requiring ratification by the committee. The first from USMEF (AR #2640-FM) requesting to move funds between tactics. The second from CBB (AR #2640-PC) requesting a no-cost extension through 12/31/26. Dan Hanrahan moved, and Ryan Moorhouse seconded to ratify the two no-cost amendments. Motion passed.

Beef Promotion Operating Committee Schedule and Procedures

Greg Hanes, CBB CEO, provided an overview of ARs and meeting materials. Chair Cheryl DeVuyst reviewed the ground rules and the process that would be followed for the considerations of ARs as presented as well as the schedule and procedures by day.

Presentation of FY 2027 Authorization Requests (ARs)

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

Industry Information

2730-II: NCBA | Issues and Crisis Management Planning & Beef Quality Assurance – presented by Hillary Makens and Josh White for the National Cattlemen's Beef Association

- Proposal A — Safeguard the beef industry and break down barriers to beef consumption through strategic stakeholder guidance and resource development.

- Proposal B — Improve cattle care and management to safeguard the beef industry and break down barriers to beef consumption.

2731-II: NCBA | Industry Crisis Reserve – presented by Hillary Makens for the National Cattlemen's Beef Association

- Proposal A Ensure readiness for response to an industry crisis.

Producer Communications

2750-PC: CBB | Beef Checkoff Producer Communications – presented by Sarah Metzler for the Cattlemen's Beef Board

- Proposal A All Beef Checkoff stakeholders support the producer- and importer-led programs and understand the results and administration of their Checkoff investments.

Research

2710-R: MF | Post-Harvest Safety Research – presented by Katie Rose McCullough for the Meat Foundation

- Proposal A No Negative Health Outcomes Associated with Beef Consumption.

2711-R: NCBA | Pre-Harvest Safety & Foundational Research – presented by Mandy Carr Johnson for the National Cattlemen's Beef Association

- Proposal A Research outcomes provide essential insights about beef to drive scientific acceptance and application of information among key science decision makers with the authority to influence beef demand.

2712-R: USCA/DU/UF | Metabolic Health Research – presented by Jenna Stanton, Dr. Eric Westman, and Dr. Angelica Ahrens for the United States Cattlemen's Association with subcontractor Duke University and University of Florida.

- Proposal A Generate and translate gold-standard clinical evidence to evaluate and support the role of beef-forward therapeutic carbohydrate restriction in improving metabolic health, reducing disease burden in advanced type 2 diabetes, and informing evidence-based dietary decisions among clinicians and consumers. Measure how evidence-based dissemination strategies resulting from this clinical evidence influence clinician decision-making, consumer confidence, dietary adoption, and purchasing behavior.

Foreign Marketing

2740-FM: USMEF | International Market Development – presented by Dan Halstrom, John Hinners and Scott Reynolds for U.S. Meat Export Federation

- Proposal A Africa
- Proposal B ASEAN - Association of Southeast Asian Nations
- Proposal C Caribbean
- Proposal D Central America & Dominican Republic
- Proposal E China & Hong Kong
- Proposal F Columbia
- Proposal G Commonwealth of Independent States
- Proposal H Europe
- Proposal I Japan
- Proposal J South Korea
- Proposal K Mexico
- Proposal L Middle East
- Proposal M Oceania

- Proposal N South America
- Proposal O Taiwan

Promotion

2701-P: MI (formerly NAMI)/New York Beef Council | Veal Promotion – presented by Roxi Beck with Look East for the Meat Institute

- Proposal A Higher-income Gen Z and Millennial consumers in established Northeast and Southeast markets demonstrate increased awareness of and positive perception toward veal and ultimately continue to purchase the protein.

2702-P: NCBA | Beef. It's What's For Dinner. Promotion – presented by Sarah Reece and Hillary Makens for the National Cattlemen's Beef Association

- Proposal A Position beef as the top protein through marketing, advertising and social media efforts directly targeting consumers.

Consumer Information

2720-CI: MICA/NEBPI | Northeast Consumer Information and Outreach – presented by Kaitlyn Swope and Beth Stark for the Meat Import Council of America/Northeast Beef Promotion Initiative

- Proposal A To strengthen consumer confidence in beef as a trusted, nutritious, and preferred protein choice among Northeast consumers.

2721-CI: AFBFA| Standards-Based Beef Science Education – presented Joby Young, Seth Derner, and Julia Recko for American Farm Bureau Foundation for Agriculture

- Proposal A Build foundational understanding of beef production and nutrition through scalable science education initiatives that strengthen consumer confidence, reduce susceptibility to misinformation, and support long-term demand for U.S. beef.

2722-CI: NCBA | Driving Beef Demand Through Trusted Third-Party Influencers – presented by Sarah Reece, Mandy Carr Johnson, Hillary Makens and Jill Rittenberg for National Cattlemen's Beef Association

- Proposal A Drive consumer demand for beef by establishing strong, enduring consumer confidence and a fully-activated ecosystem of trusted third-party advocates and platforms that consistently shape positive consumer perceptions.

2723-CI: FJF | Beef Agricultural Education – presented by J.J. Jones, Andrew Lauver, and Trisha Beal for the Farm Journal Foundation

- Proposal A Increase consumer understanding, trust, and confidence in beef farmers and ranchers through immersive educational experiences and digital learning opportunities delivered through the Voice of the Farmer Garden.

Recess

Brian Amundson moved, and Steve Springer seconded to recess at 5:50 PM MT.

Thursday, September 3, 2026

The Beef Promotion Operating Committee reconvened at 8:03 AM MT.

Action of FY 2027 Authorization Requests

John Ferry moved, and John Schroeder seconded to fund 2730-II, NCBA in the amount of $3,025,000. Discussion. Motion failed with 2 yes votes and 18 no votes. Travis Maddock moved, and June Loeske seconded to amend the main motion to fund 2730-II, NCBA in the amount of $2,850,000. Discussion. Motion failed with 12 yes votes and 8 no votes. Steve Springer moved, and Bree DeMontigny seconded to amend the main motion to fund 2730-II, NCBA in the amount of $2,400,000. Motion failed with 7 yes votes and 13 no votes. Ryan Moorhouse moved, and June Loeske seconded to amend the main motion to fund 2730-II, NCBA in the amount of $2,700,000. Amended motion to fund at $2,700,000 passed with 18 yes votes and 2 no votes.

2731-II, Industry Crises Reserve was reviewed as a part of the overall budget. No funds may be obligated or expended unless the Cattlemen's Beef Board Executive Committee subsequently approves implementation of this request, if needed in the amount of $2,000,000 to be pulled from current fiscal year funded projects. Discussion. Ryan Moorhouse moved, and Terry Quam seconded to fund the Industry Crises Reserve in the amount of $2,000,000. Motion passed unanimously with 20 yes votes.

Terry Quam moved, and John Schroeder seconded to fund 2750-PC, CBB in the amount of $2,000,000. Motion passed to fund at $2,000,000 with 18 yes votes and 2 no votes.

Dan Hanrahan moved, and Bree DeMontigny seconded to fund 2710-R, MF in the amount of $650,000. Discussion. Motion failed with 9 yes votes and 11 no votes. Ryan Moorhouse moved and Randall Debler seconded to amend the main motion to fund 2710-R, MF in the amount of $750,000. Amended motion to fund at $750,000 passed with 16 yes votes and 4 no votes.

Brian Amundson moved, and John Schroeder seconded to fund 2711-R, NCBA in the amount of $8,500,000. Discussion. Motion failed with 11 yes votes and 9 no votes. Terry Quam moved, and John Ferry seconded to amend the main motion to fund 2711-R, NCBA in the amount of $8,000,000. Discussion. Motion failed with 12 yes votes and 8 no votes. Travis Maddock moved, and Brian Amundson seconded to amend the main motion to fund 2711-R, NCBA in the amount of $8,250,000. Amended motion to fund at $8,250,000 passed with 16 yes votes and 4 no votes.

Sarah Childs moved, and Jas Livingston seconded to fund 2712-R, USCA/DU/UF in the amount of $1,000,000. Discussion. Motion failed with 9 yes votes and 11 no votes. Kalena Bruce moved, and Peter Lehning seconded to amend the main motion to fund 2712-R, USCA/DU/UF in the amount of $900,000. Discussion. Amended motion to fund at $900,000 passed with 13 yes votes and 7 no votes. Travis Maddock moved, and Ryan Moorhouse seconded to table the motion to fund at $900,000. Motion to table passed with 14 yes votes and 6 no votes.

Terry Quam moved, and Joan Ruskamp seconded to fund 2740-FM, USMEF in the amount of $8,500,000. Motion failed with 11 yes votes and 9 no votes. Brian Amundson moved, and Bree DeMontigny seconded to amend the main motion to fund 2740-FM, USMEF in the amount of $8,750,000. Motion failed with 6 yes votes and 14 no votes. John Ferry moved, and John Schroeder seconded to fund 2740-FM, USMEF in the amount of $8,100,000. Amended motion to fund at $8,100,000 passed with 17 yes votes and 3 no votes.

Joan Ruskamp moved, and Sarah Childs seconded to fund 2701-P, MI in the amount of $300,000. Discussion. Motion failed with 12 yes votes and 8 no votes. John Schroeder moved to amend the main motion to fund 2701-P, MI in the amount of $100,000. Motion dies due to lack of second.

Dan Hanrahan moved, and June Loeske seconded to fund 2701-P, MI in the amount of $270,000. Motion to fund at $270,000 passed with 15 yes votes and 5 no votes.

John Schroeder moved, and Kalena Bruce seconded to fund 2702-P, NCBA in the amount of $8,500,000. Discussion. Motion failed with 9 yes votes and 11 no votes. Bree DeMontigny moved, and Sarah Childs seconded to amend the main motion to fund 2702-P, NCBA in the amount of $8,750,000. Motion failed with 10 yes votes and 10 no votes. Travis Maddock moved, and John Ferry seconded to amend the main motion to fund 2702-P, NCBA in the amount of $9,250,000. Discussion. Motion failed with 9 yes votes and 11 no votes. Justin Iverson moved, and Steve Springer seconded to amend the main motion to fund 2702-P, NCBA in the amount of $9,000,000. Amended motion to fund at $9,000,000 passed with 16 yes votes and 4 no votes.

John Schroeder moved, and Dan Hanrahan seconded to fund 2720-CI, MICA/NEBPI in the amount of $900,000. Discussion. Motion failed with 2 yes votes and 18 no votes. John Ferry moved, and Brian Amundson seconded to amend the main motion to fund 2720-CI, MICA/NEBPI in the amount of $1,200,000. Motion failed with 9 yes votes and 11 no votes. Dan Hanrahan moved, and Travis Maddock seconded to amend the main motion to fund 2720-CI, MICA/NEBPI in the amount of $1,000,000. Amended motion to fund at $1,000,000 passed with 20 yes votes and 0 no votes.

John Schroeder moved to fund 2721-CI, AFBFA in the amount of $500,000. Motion died due to lack of second.

Terry Quam moved, and Sarah Childs seconded to fund 2721-CI, AFBFA in the amount of $900,000. Discussion. Motion failed with 13 yes votes and 7 no votes. Ryan Moorhouse moved, and Travis Maddock seconded to amend the main motion to fund 2721-CI, AFBFA in the amount of $750,000. Discussion. Amended motion to fund at $750,000 passed with 16 yes votes and 4 no votes.

John Schroeder moved, and John Ferry seconded to fund 2722-CI, NCBA in the amount of $6,100,000. Motion passed to fund at $6,100,000 with 15 yes votes and 5 no votes.

Jas Livingston moved, and Hayley Moss seconded to fund 2723-CI, FJF in the amount of $150,000. Discussion. Motion failed with 8 yes votes and 12 no votes. Bree DeMontigny moved, and Joan Ruskamp seconded to amend the main motion to fund 2723-CI, FJF in the amount of $98,000. Discussion. Motion failed with 8 yes votes and 12 no votes. Randall Debler moved, and Kalena Bruce seconded to amend the main motion to fund 2723-CI, FJF in the amount of $200,000. Discussion. Motion failed with 7 yes votes and 13 no votes.

Steve Springer moved, and Justin Iverson seconded to un-table the motion to fund 2712-R, USCA/DU/UF. Jas Livingston moved, and Peter Lehning seconded to amend the main motion to fund 2712-R, USCA/DU/UF in the amount of $850,000. Discussion. Motion failed with 12 yes votes and 8 no votes. Ryan Moorhouse moved, and Steve Springer seconded to amend the main motion to fund 2712-R, USCA/DU/UF in the amount of $598,000. Discussion. Amended motion to fund at $598,000 passed with 15 yes votes and 5 no votes.

Action of FY 2027 Budget Amendment

Jeff Lutz, CBB CFO, presented the proposed FY 2027 CBB Budget Amendment Amount for the AR Budget. Travis Maddock moved, and John Ferry seconded to recommend the FY 2027 Budget Amendment to the Full Board. Motion passed unanimously with 20 yes votes.

Other Business

Chair Cheryl DeVuyst and Vice Chair Travis Maddock thanked all the contractors and committee members for their work and preparation.

Adjourn

Bree DeMontigny moved, and Justin Iverson seconded to adjourn at 10:43 AM MT.