



Funded by the Beef Checkoff

BEEF PROMOTION OPERATING COMMITTEE MEETING AGENDA - DRAFT

Wednesday, September 4, 2024 | 8:00 AM – 6:00 PM MT
Thursday, September 5, 2024 | 8:00 AM – 12:30 PM MT
Hyatt Place Pena Station/Denver Airport, Denver, CO
Ballroom

Andy Bishop, Chair
Dan Gattis, Vice Chair

Wednesday, September 4

- 1. Call to Order**
- 2. Establish a Quorum**
- 3. Welcome**
- 4. Approve Agenda**
- 5. Approve Meeting Minutes – May 13, 2024**
- 6. Financial Report and FY 2025 Available Funds**
- 7. FY 2025**
- 8. Checkoff Evaluation Committee Report**
- 9. FY 2025 Veal Formula**
- 10. Authorization Request (AR) Amendments**
- 11. Beef Promotion Operating Committee Schedule and Procedures**
- 12. Presentation of FY 2025 Authorization Requests (ARs)**
 - Research
 - Producer Communications
 - Industry Information
 - Consumer Information
 - Foreign Marketing
 - Promotion



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Beef Promotion Operating Committee

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Thursday, September 5

13. Action of FY 2025 ARs

14. Action of FY 2025 Budget Amendment

15. Other Business

16. Adjourn