



Funded by the Beef Checkoff

BEEF PROMOTION & OPERATING COMMITTEE MEETING MINUTES

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
and Teleconference August 5, 2024

Andy Bishop, Chair
Dan Gattis, Vice Chair

Call to Order

Beef Promotion Operating Committee Chair Andy Bishop called the meeting to order at 8:04 AM MT on Wednesday, September 4, 2024, and thanked all attendees for their time. Mr. Bishop asked Nancy Dugan to call roll of the committee members.

Members Present

Andy Bishop, Chair	Dan Gattis, Vice Chair	Nancy Jackson	Terry Quam
Chuck Coffey	Mark Goes	Andy Kellom	John Scanga
Cheryl DeVuyst	Dave Hamilton	Al Lyman	Mark Sustaire
Trish Dowton	Dan Hanrahan	Travis Maddock	Tammy Wiedenbeck
John Ferry	Jason Hitch	Ryan Moorhouse	Shannon Treichel

Staff Present

Sara Arp, CBB	Greg Hanes, CBB	Chad Smith, CBB
Nancy Dugan, CBB	Jeff Lutz, CBB (virtual)	Beka Wall, CBB
Davis Gidney, CBB	Tom Novota, CBB	

Guests

Susan Backus, MF	JJ Jones, NIAA	Sarah Reece, NCBA
Heather Buckmaster, OK Beef Council	Lis Kidder, Legal Counsel	Jill Rittenberg, NCBA
Mandy Carr, NCBA	Bill Lipscomb, CBB Executive Committee	John Robinson, NCBA
Gene Copenhaver, NCBA	Jackie Madill, WA Beef Commission	Amber Sisco, USDA-AMS
Jennifer Darmofal, NCBA	Hillary Makens, NCBA	Beth Stark, NEBPI
Doug Evans, NCBA	Molly McAdams, TX Beef Council	Scott Stebner, KS Beef Council
Mary Graner, CBB Executive Committee	Sarah Metzler, CBB	Kaitlyn Swope, NEBPI
Kinley Hartman, USDA-AMS	Donna Moening, MI	Jimmy Taylor, CBB Ex- Officio
Seth Heinert, AFBFA	Eric Moore, NCBA	Mike Trimble, NCBA
David Henderson, CBB Executive Committee	Jennifer Nealon, NCBA	Nicole Wardner, ND Beef Commission
Richard Henningfeld, AFBFA	Kenton Ochsner, CO Beef Council	Stephanie Weiss, VA Beef Council
Mike Holden, CBB Executive Committee	Caleb Plyler, CBB Executive Committee	Josh White, NCBA
Jill Johnson, NCBA	Jennifer Porter, USDA-AMS	Colin Woodall, NCBA



Funded by the Beef Checkoff

BEEF PROMOTION OPERATING COMMITTEE MEETING MINUTES

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

Virtual Attendees Wednesday, September 4

Bilynn Johnson, Chair, Checkoff Evaluation Committee
Mark Sustaire, BPOC

Virtual Attendees Thursday, September 5

Issac Archuleta, Swanson Russell
Jason Bagley, TX Beef Council
Ann Marie Bosshamer, NE Beef Council
Heather Buckmaster, OK Beef Council
Seth Denbow, CBB Executive Committee
Chaley Harney, MT Beef Council
Brad Hastings, NCBA Officer
Ross Havens, CBB Executive Committee
Nichole Hockenberry, PA Beef Council
Amy Johnson, NCBA Staff

Bilynn Johnson, CBB Member
Grace Link, WI Beef Council
Brad McCallum, CA Beef Checkoff
Janine Moore, Federation Member
Haley Moss, CBB Member
Laurie Munns, Federation Member
Joy Patten, ND Beef Council Member
Clark Price, ND Beef Council Member
Ashley Scoones, NY Beef Council

Bill Sessions, Meat Institute
Anna Sponheim, MT Beef Council
Mark Sustaire, BPOC Member
Tammy Vaassen, WI Beef Council
Andrew Warner, Swanson Russell
Lara Weiler, NCBA Staff
Philip Weltmer, Federation Member
Wendy White, NCBA Staff

Quorum

Chair Andy Bishop declared that a quorum was present to conduct business.

Welcome

Chair Andy Bishop welcomed committee members, and introduced Dan Gattis, Vice Chair to say a few words. He then recognized Kinley Hartman, Amber Sisco and Jennifer Porter with USDA-AMS. He also welcomed all other guests including the presenting contractors, QSBC Executives, CBB staff and those joining via Zoom. Lastly, he asked if there were any media representatives present and there were none.

Agenda

Chair Andy Bishop called for a motion to approve the agenda as emailed. Andy Kellom moved, and Trish Dowton seconded to approve the agenda as emailed. Motion passed.

Minutes

Chair Andy Bishop asked for a motion to approve the May 13, 2024, meeting minutes as emailed. Jason Hitch moved, and Tammy Wiedenbeck seconded to approve the minutes as emailed. Motion passed.

Financial Report and FY 2025 Available Funds

CBB Secretary-Treasurer Cheryl DeVuyst presented the Beef Board's financial statements for the period ending July 31, 2024. She reported that the Board's total assessment revenues for the first ten months of FY 2024 were approximately \$36.9 million. DeVuyst 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 \$1,733,660 in additional funds available for the Beef Promotion Operating Committee to allocate to programs. This brings the total available funds to \$37,975,00 for FY 2025 programs. For comparison, total program funding for FY 2024 was \$37,945,000. She also noted that the total requested funds per the FY 2025 Authorization Requests were \$46,747,856, resulting in a "gap" of \$8,772,856 over funds available. Last year, that gap was \$11,028,162 based on total requests of \$48,973,162.



BEEF PROMOTION OPERATING COMMITTEE MEETING MINUTES

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

Funded by the Beef Checkoff

Checkoff Evaluation Committee Report

Bilynn Johnson, Chair of the Checkoff Evaluation Committee, recognized and thanked 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 9, 2024, meeting, which included:

- Program Evaluation Updates
- 2024 ROI Study and Broader Economic Impact Study
- Quarterly Reports and Research Summaries
- Revisions to the Quarterly Reporting Structure Beginning in FY 2026
- FY 2025 External Program Reviews

FY 2025 Veal Formula

Chad Smith, Director of Collections Compliance gave an update on the FY 2025 Veal Formula.

Authorization Request (AR) Amendments

Chair Andy Bishop noted that we have not received any amendment requests. Therefore, no action is necessary

Beef Promotion Operating Committee Schedule and Procedures

Greg Hanes, CBB Chief Executive Officer reviewed the contents of the AR books and Chair Andy Bishop reviewed the ground rules and the process that would be followed for the considerations of Authorization Requests (ARs) as presented as well as the schedule and procedures by day.

Presentation of FY 2025 Authorization Requests (ARs)

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

Research

2510-R: MF– presented by Susan Backus for the Meat Foundation

- Tactic A Post-Harvest Beef Safety Research

2511-R: NCBA – presented by Mandy Carr Johnson for the National Cattlemen’s Beef Association

- Tactic A Safety Research and Scientific Affairs
- Tactic B Nutrition Research and Scientific Affairs
- Tactic C Product Quality Research and Technical Expertise
- Tactic D Sustainability Research and Scientific Affairs
- Tactic E Consumer Market Research



BEEF PROMOTION OPERATING COMMITTEE MEETING MINUTES

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

Funded by the Beef Checkoff

Producer Communications

2550-PC: CBB – presented by Sarah Metzler for the Cattlemen’s Beef Board

- Tactic A Key Audience Insights and Action Platform
- Tactic B Producer Publishing
- Tactic C Industry and Media Collaboration

Industry Information

2530-II: MI – presented by Donna Moenning for the Meat Institute

- Tactic A Veal Quality Assurance

2531-II: NIAA – presented by J.J. Jones for the National Institute of Animal Agriculture

- Tactic A 14th Annual NIAA Antibiotics Symposium
- Tactic B Beef Producer Engagement with Public Health Leaders

2532-II: NCBA – presented by Hillary Makens, Jill Johnson and Josh White for the National Cattlemen’s Beef Association

- Tactic A Issues and Crisis Management and Planning
- Tactic B Beef Advocacy Training and Engagement
- Tactic C Beef Quality Assurance (BQA)

2533-II: NCBA – presented by Hillary Makens for the National Cattlemen’s Beef Association

- Tactic A Beef Industry Crisis Reserve

Consumer Information

2520-CI: MICA/NEBPI – presented by Kaitlyn Swope and Beth Stark for the Meat Import Council of America/Northeast Beef Promotion Initiative

- Tactic A Engaging Influential Nutrition and Health Professionals to Impact Consumer Trust
- Tactic B Positioning Beef as the Protein of Choice Among Northeast Consumers
- Tactic C Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

2521-CI: AFBFA – presented by Rick Henningfeld and Seth Heinert for American Farm Bureau Foundation for Agriculture

- Tactic A Building Bridges: Connecting STEM with Authentic Beef Science Education

2522-CI: NCBA – presented by Sarah Reece, Mandy Carr Johnson, Hillary Markens and Jill Rittenberg for National Cattlemen’s Beef Association

- Tactic A Thought Leader Outreach and Engagement
- Tactic B Nutrition, Health and Medical Experts
- Tactic C Public Relations
- Tactic D Channel Marketing



BEEF PROMOTION OPERATING COMMITTEE MEETING MINUTES

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

Funded by the Beef Checkoff

Foreign Marketing

2540-FM: USMEF – presented by Dan Halstrom, John Hinners and Scott Reynolds for U.S. Meat Export Federation

- Tactic A Africa
- Tactic B ASEAN
- Tactic C Caribbean
- Tactic D Central America & Dominican Republic
- Tactic E China & Hong Kong
- Tactic F Commonwealth of Independent States (CIS)
- Tactic G Columbia
- Tactic H Europe
- Tactic I Japan
- Tactic J South Korea
- Tactic K Mexico
- Tactic L Middle East
- Tactic M South America
- Tactic N Taiwan

Promotion

2501-P: MI New York Beef Council – presented by Donna Moenning for the Meat Institute and New York Beef Council

- Tactic A Channel Marketing + Engagement
- Tactic B Consumer Marketing + Engagement

2502-P: NCBA – presented by Sarah Reece and Hillary Marketings for the National Cattlemen’s Beef Association

- Tactic A *Beef: It’s What’s for Dinner*, Marketing Content
- Tactic B *Beef: It’s What’s for Dinner*, Consumer Advertising & Social Media

Recess

Al Lyman moved, and Tammy Wiedenbeck seconded to recess at 5:21 PM MT.

Thursday, September 5, 2024

The Beef Promotion Operating Committee reconvened at 8:09 AM MT.

Action of FY 2025 Authorization Requests

John Scanga moved, and Dave Hamilton seconded to fund 2510-R, MF in the amount of \$700,000. Discussion. Chuck Coffey moved, and Trish Dowton seconded to amend the main motion to fund 2510-R, MF in the amount of \$600,000. Discussion. Motion passed to amend the main motion with 17 yes votes and 3 no votes.

Trish Dowton moved, and Terry Quam seconded to fund 2511-R, NCBA in the amount of \$7,500,000. Discussion. Travis Maddock moved, and John Scanga seconded to amend the main motion to fund 2511-R NCBA in the amount of \$8,250,000. Discussion. Motion failed with 10 yes votes and 10 no votes. Dan Hanrahan moved, and Mark Goes seconded to amend the main motion to fund 2511-R NCBA in the amount of \$7,900,000 million. Discussion. Motion failed with 9 yes votes and 11 no votes. Trish Dowton moved, and Terry Quam seconded to amend the main motion to fund 2511-R NCBA in the amount of \$7,750,000. Discussion. Motion failed with 7 yes votes and 13 no votes. Travis Maddock moved, and Nancy Jackson seconded to amend the main motion to fund 2511-R NCBA in the amount of \$8,000,000. Discussion. Motion to amend passed with 14 yes votes and 6 no votes. Discussion. Amended motion to fund at \$8,000,000 passed with 16 yes votes and 4 no votes.



Funded by the Beef Checkoff

BEEF PROMOTION OPERATING COMMITTEE MEETING MINUTES

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

Ryan Moorhouse moved, Terry Quam seconded to fund 2550-PC CBB in the amount of \$2,000,000. Discussion. Dan Hanrahan moved, and Tammy Wiedenbeck seconded to amend the main motion to fund 2550-PC CBB in the amount of \$1,900,000 million. Discussion. Motion failed with 6 yes votes and 19 no votes. Trish Dowton moved, Andy Kellom seconded to amend the main motion to fund 2550-PC CBB in the amount of \$1,750,000. Discussion. Motion failed with 12 yes votes and 8 no votes. Ryan Moorhouse moved, Mark Goes seconded to amend the main motion to fund 2550-PC CBB in the amount of \$1,800,000 million. Discussion. Motion to amend passed with 16 yes votes and 4 no votes. Discussion. Amended motion to fund at \$1,800,000 million passed with 16 yes votes and 4 no votes.

John Ferry moved, Dan Gattis seconded to fund 2530-II MI in the amount of \$50,000. Discussion. Al Lyman moved, and Nancy Jackson seconded to amend the main motion to fund 2530-II MI in the amount of \$60,000. Discussion. Motion passed to amend the main motion with 14 yes votes and 6 no votes.

Dan Hanrahan moved, Al Lyman seconded to fund 2531-II NIAA in the amount of \$60,000. Discussion. Motion failed with 8 yes votes and 12 no votes.

Chuck Coffey moved, Nancy Jackson seconded to fund 2531-II NIAA in the amount of \$120,000. Discussion. Motion failed with 8 yes votes and 12 no votes.

John Ferry moved to fund 2531-II NIAA in the amount of \$60,000. Motion dies due to lack of second.

Mark Goes moved, Dave Hamilton seconded to fund 2531-II NIAA in the amount of \$90,000. Discussion. Motion failed with 11 yes votes and 9 no votes.

John Ferry moved, Dan Gattis seconded to fund 2531-II NIAA in the amount of \$70,000. Discussion. Motion failed with 11 yes votes and 9 no votes.

Trish Dowton moved, Chuck Coffey seconded to fund 2531-II NIAA in the amount of \$140,000. Discussion. Motion failed with 4 yes votes and 16 no votes.

Cheryl DeVuyst moved, Dan Gattis seconded to fund 2531-II, NIAA in the amount of \$75,000. Discussion. Mark Goes moved, Nancy Jackson seconded to amend the main motion to fund 2531-II, NIAA in the amount of \$85,000. Discussion. Motion failed with 10 yes votes and 10 no votes.

Travis Maddock moved, Chuck Coffey seconded to table the amended motion to fund 2531-II, NIAA in the amount of \$75,000. Discussion. Motion passed to table the amended motion with 15 yes votes and 5 no votes.

John Ferry moved to fund 2532-II NCBA in the amount of \$2,730,000. Motion dies due to lack of second.

Jason Hitch moved, Al Lyman seconded to fund 2532-II NCBA in the amount of \$2,933,000. Discussion. Motion failed with 11 yes votes and 9 no votes.

Terry Quam moved, Nancy Jackson seconded to fund 2532-II, NCBA in the amount of \$2,800,000. Discussion. Motion passed with 16 yes votes and 4 no votes.

Dan Hanrahan moved, Terry Quam seconded to fund 2520-CI MICA/NEBPI in the amount of \$900,000. Discussion. Motion passed with 16 yes votes and 4 no votes.



BEEF PROMOTION OPERATING COMMITTEE MEETING MINUTES

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

Funded by the Beef Checkoff

Cheryl DeVuyst moved, Dave Hamilton seconded to fund 2521-CI AFBFA in the amount of \$775,000. Discussion. Motion failed with 12 yes votes and 8 no votes.

Al Lyman moved to fund 2521-CI AFBFA in the amount of \$200,000 for seed money to find other funding. No second. Motion dies due to lack of second.

Dan Gattis moved, Al Lyman seconded to fund 2521-CI AFBFA in the amount of \$500,000. Discussion. Motion failed with 12 yes votes and 8 no votes.

Trish Dowton moved, John Ferry seconded to fund 2521-CI AFBFA in the amount of \$800,000. Discussion. Motion failed with 10 yes votes and 10 no votes.

Ryan Moorhouse moved, Terry Quam seconded to fund 2521-CI AFBFA in the amount of \$725,000. Discussion. Motion failed with 11 yes votes and 9 no votes.

Dan Gattis moved, Dan Hanrahan seconded to fund 2521-CI AFBFA in the amount of \$600,000. Discussion. Motion passed with 19 yes votes and 1 no vote.

Jason Hitch moved, Al Lyman seconded to fund 2522-CI NCBA in the amount of \$6,500,000. Discussion. Motion failed with 12 yes votes and 8 no votes.

Andy Kellom moved, Dan Hanrahan seconded to fund 2522-CI NCBA in the amount of \$6,200,000. Discussion. Motion failed with 11 yes votes and 9 no votes.

Terry Quam moved to fund 2522-CI NCBA in the amount of \$5,750,000. Motion dies due to lack of second.

Trish Dowton moved to fund 2522-CI NCBA in the amount of \$6,400,000. Motion dies due to lack of second.

Travis Maddock moved, Nancy Jackson seconded to fund 2522-CI, NCBA in the amount of \$6,000,000. Discussion. Motion passed with 16 yes votes and 4 no votes.

John Scanga moved, Al Lyman seconded to fund 2540-FM USMEF in the amount of \$8,000,000. Discussion. Motion passed with 18 yes votes and 2 no votes.

Jason Hitch moved, Nancy Jackson seconded to fund 2501-P MI/New York Beef Council in the amount of \$235,000. Discussion. Motion failed with 13 yes votes and 7 no votes.

Dan Gattis moved, John Scanga seconded to fund 2501-P MI/New York Beef Council in the amount of \$200,000. Discussion. Motion failed with 10 yes votes and 10 no votes.

Dan Hanrahan moved, Chuck Coffey seconded to fund 2501-P MI/New York Beef Council in the amount of \$220,000. Discussion. Motion passed with 18 yes votes and 2 no votes.

Mark Goes moved, Ryan Moorhouse seconded to fund 2502-P NCBA in the amount of \$8,900,000. Discussion. Motion passed with 15 yes votes and 5 no votes.

Travis Maddock moved, Mark Goes seconded to take off the table the motion to fund 2531-II, NIAA in the amount of \$75,000. Discussion. Motion failed with 12 yes votes and 8 no votes.



BEEF PROMOTION OPERATING COMMITTEE MEETING MINUTES

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

Funded by the Beef Checkoff

Dan Gattis moved, Travis Maddock seconded to fund 2531-II, NIAA in the amount of \$95,000. Discussion. Motion passed with 19 yes votes and 1 no vote.

Action of FY 2025 Budget Amendment

Greg Hanes, CBB Chief Executive Officer, presented the proposed FY 2025 CBB Budget Amendment Amount for the Program Budget. Travis Maddock moved, and Mark Goes seconded to recommend the FY 2025 Budget Amendment to the Full Board. Motion passed unanimously with 20 yes votes.

Other Business

Chair Andy Bishop and Vice Chair Dan Gattis thanked all the contractors and committee members for their work and preparation.

Adjourn

Dave Hamilton moved, and Cheryl DeVuyst seconded to adjourn at 11:24 AM MT.