



## CBB EXECUTIVE COMMITTEE MEETING MINUTES

### 2024 Cattle Industry Summer Business Meeting

Monday, July 8, 2024 | 3:00 PM – 4:30 PM PT

Hilton Bayfront, San Diego, CA

Sapphire Ballroom H

**Ryan Moorhouse, Chair**

#### Call to Order

Chair Ryan Moorhouse called the meeting to order at 3:01 PM PT and thanked all attendees for their time. Mr. Moorhouse asked Nancy Dugan to call roll of the committee members.

#### Members Present

Ryan Moorhouse, Chair  
Andy Bishop  
Seth Denbow

Cheryl DeVuyst  
Mary Graner  
Ross Havens

Steve Hobbs  
Mike Holden  
Bill Lipscomb

Caleb Plyler  
Jimmy Taylor

#### Members Not Present

David Henderson

#### Staff Present

Sara Arp, CBB  
Nancy Dugan, CBB  
Greg Hanes, CBB

Jeff Lutz, CBB  
Sarah Metzler, CBB  
Tom Novota, CBB

Chad Smith, CBB  
Beka Wall, CBB

#### Guests

Anne Marie Bosshamer, NE Beef Council  
Eric Gustafson, Meat Institute  
Dave Hamilton, CBB Member  
Kinley Hartman, USDA-AMS  
Jodie Mink, ID Beef Council

Amber Sisco, USDA-AMS  
Steven Taylor, ID Beef Council  
VeaBea Thomas, CBB Member  
Wayne Watkinson, Legal Counsel

#### Quorum

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

#### Agenda

Chair Ryan Moorhouse called for a motion to approve the agenda as emailed. Seth Denbow moved, and Bill Lipscomb seconded to approve the agenda as emailed. Motion passed.

#### Minutes

Chair Ryan Moorhouse asked for a motion to approve the June 4, 2024, meeting minutes as emailed. Ross Havens moved, and Steve Hobbs seconded to approve the minutes as emailed. Motion passed.



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### CEO Update

CEO Greg Hanges gave an update on the following:

- CBB new member, Don Cain, Jr. passed away July 1, 2024. His family has been in our thoughts and we are working with USDA on the next steps in appointing a replacement.
- FOIA's received from "Our Honor Group" do not apply to beef.
- We're following HPAI along with NCBA. Dairy is mainly leading the charge. However, we are prepared and have materials ready if needed. We are participating in a weekly call that includes egg, pork & dairy that are following the issue.
- Chad Smith, CBB Staff working with Federal Advisory Council and AMS on potential change to The Order on collection points at custom kill plants.
- Davis Gidney, CBB Checkoff Education Manager is working on an education piece with pork & lamb checkoff's targeting young producers. She's also holding Checkoff Academy's with several states and doing a deeper dive on how it works, including training modules.
- A Dairy Task Force has been formed to learn how we can work the dairy sector more closely.
- The Checkoff Evaluation Committee is shifting from an output-based to an outcome-based quarterly reporting structure. The committee has contracted with Agralytica to assist with the implementation of this new process with the goal of having this new structure in place for FY26 Authorization Requests.
- Davis Gidney, CBB Checkoff Education Manager is holding 1<sup>st</sup> Annual Alumni Social tomorrow evening

### Legal Update

Legal Counsel, Wayne Watkinson gave the following update:

- The administrative case is still pending
- No other updates

### Meat Institute & Protein PACT Update

Guest speaker Eric Gustafson, Chairman of the Meat Institute & Protein PACT provided an update.

### FY 2025 CBB Detailed Administration Budget

Jeff Lutz, CBB CFO presented the FY 2025 Detailed Administration Budget. Steve Hobbs moved, and Mike Holden seconded to approve the agenda as emailed. Motion passed.

### Financial Report

Cheryl DeVuyt, CBB Secretary-Treasurer presented the financial report for the period ending May 2024. She pointed out this report is through the end of May 2024 since the 2024 Cattle Industry Meetings were held in early July this year.

### FY 2025 Checkoff Committee Coordination and Administrative Service Agreements

CBB Sr. Director of Operations, Sara Arp provided the committee with an update on the Checkoff Committee Coordination and Administrative Service Agreements. Sara pointed out the only changes were to the dates of the agreements. Caleb Plyler moved, and Ross Havens seconded to approve the Checkoff Committee Coordination Agreement. Motion passed. Caleb Plyler moved, and Bill Lipscomb seconded to approve the Administrative Services Agreement. Motion passed.



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### Travel Update

CEO Greg Hanges gave an update on following meetings where CBB officers, members and staff were in attendance:

- June 6-7: ASE CEO Symposium – Washington, DC
- June 12-15: LMA Annual Convention and WLAC – Oklahoma City, OK
- July 8-11: Cattle Industry Summer Business Meeting – San Diego, CA

CBB will also have representatives attending the following upcoming meetings:

- August 5-6: LMA Leadership & Livestock Marketing Seminar – Kansas City, MO
- August 12-14: Little League World Series (NCBA) – Williamsport, PA
- September 4-5: BPOC & CBB Executive Committee Meetings – Denver, CO

### Branded Partnerships

Chair Ryan Moorhouse presented NCBA's branded partnership require with National Beef Packing Company, LLC (ARMS# 60424-16). Discussion. Steve Hobbs moved, and Seth Denbow seconded to approve the branded partnership. Motion passed.

### Status of QSBC Audit Reports & Marketing Plans

Tom Novota, CBB Financial Compliance Manager reported that all annual audit reports were received, reviewed, and approved in compliance with the Act and Order.

### Feedback from Executive Committee Calls to CBB Members

Executive Committee members provided feedback to the committee on their calls to CBB members.

### Other Business

CEO Greg Hanges gave an update on following meetings where CBB officers, members and staff were in attendance:

- LRP Discussion
- Next Executive Committee Meeting – August 6, 2024 @ 11:00 AM MT

### Executive Session

The committee entered Executive Session at 4:53 PM PT.

### Adjourn

Steve Hobbs moved, and Bill Lipscomb seconded to adjourn at 5:30 PM PT.