



CATTLEMEN'S BEEF BOARD MEETING MINUTES - DRAFT

2024 Cattle Industry Summer Business Meeting
Wednesday, July 10, 2024 | 4:00 PM – 6:00 PM PT
Hilton Bayfront, San Diego, CA
Sapphire Ballroom LRP

Andy Bishop, Chair
Ryan Moorhouse, Vice Chair
Cheryl DeVuyst, Secretary-Treasurer
Jimmy Taylor, Immediate Past Chair

Call to Order

Chair, Andy Bishop called the 76th meeting of the Cattlemen's Beef Promotion and Research Board to order at 4:01 PM PT.

Welcome & Recognition of Guests

Chair, Andy Bishop introduced fellow officers, Vice Chair, Ryan Moorhouse, Secretary-Treasurer, Cheryl DeVuyst, Immediate Past Chair, Jimmy Taylor, CBB CEO, Greg Hanes, Legal Counsel, Wayne Watkinson of Watkinson & Miller. Mr. Bishop then welcomed the entire Beef Board and thanked them for their continued dedication and hard work on behalf of the Beef Checkoff and for their participation in the meetings this week. Finally, he welcomed and thanked the Chair of Federation of State Beef Councils, Dan Gattis and Vice Chair, Nancy Jackson.

Quorum

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

Agenda

Chair, Andy Bishop called for a motion to approve the agenda. Kristy Arnold moved, and Becky Potmesil seconded to approve the agenda as emailed. Motion passed.

Approve Meeting Minutes – February 2, 2024

Chair, Andy Bishop asked for a motion to approve the February 2, 2024, meeting minutes. Steve Hobbs moved, and Ed Hildenbrand seconded to approve the minutes as emailed. Motion passed.

USDA Remarks

Chair, Andy Bishop introduced Amber Sisco, USDA-AMS and thanked her along with the rest of the USDA-AMS team for their partnership.

Legal Update

Legal Counsel Wayne Watkinson reported there is no new litigation at this time.



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CEO Update

CEO Greg Hanes gave an update on the following:

- Appreciate the staff's hard work in preparation for the Summer Business Meetings.
- He introduced and recognized the staff individually, their role and accomplishments. He highlighted a sampling of the important details and projects each staff person works on, but that often go unnoticed or are underappreciated.

Speaker – Emily Metz, President and CEO, American Egg Board

Emily Metz, President & CEO of the American Egg Board addressed the Board virtually. She explained how the AEB is organized, some of the challenges they face (especially those that are similar to the cattle industry), and how the AEB and CBB are interacting and collaborating.

Business Meeting

a) Cattlemen's Beef Board Strategic Plan Update

Greg Hanes, CBB CEO provided a Strategic Plan update. He explained the process staff used to identify priority areas, identified the areas that have been "achieved", and noted challenges. Significant progress has been made, but he said that it is never truly complete because even areas that have been "achieved" require ongoing attention as CBB pushes for continuous improvement.

b) CBB Executive Committee Report and Approval of Minutes

Vice Chair, Ryan Moorhouse, gave his Executive Committee meeting update. He then moved for the Board to ratify the following CBB Executive Committee Minutes:

- January 31, 2024
- March 12, 2024
- April 5, 2024
- May 13, 2024
- June 4, 2024

Chair, Andy Bishop asked for a second. Mike Holden seconded to ratify the Executive Committee Minutes for January 31, 2024; March 12, 2024; April 5, 2024, May 13, 2024, and June 4, 2024. Motion approved.

c) CBB Financial Reports

○ Financial Report

Secretary -Treasurer, Chery DeVuyst presented a report on the Board's financial statements for the period ending May 2024.

○ FY 2025 Recommended Budget

Secretary-Treasurer, Cheryl DeVuyst, presented the fiscal year 2025 Beef Board's preliminary budget information as recommended by the Budget & Audit committee, the Beef Promotion Operating Committee and the Executive Committee. The budget components are comprised of the following budgets:

- Authorization Request budget (*in other words, the amount that will be available to the Beef Promotion Operating Committee for program expenses*) is recommended at \$36.2 million.
- Checkoff Evaluation is recommended at \$305 thousand.
- Checkoff Communications Resource is recommended at \$200 thousand.



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- Program Development is recommended at \$750 thousand.
- USDA Oversight is recommended at \$575 thousand.
- Supporting Services & Litigation is recommended at \$200 thousand.
- State Services is recommended at \$220 thousand.
- Administration is recommended at \$2.0 million.

The total recommended budget for FY 2025 is approximately \$40.5 million.

CBB Chair, Andy Bishop moved to approve the FY 2025 CBB budget as presented. Jason Hitch seconded. Motion approved.

d) Checkoff Program Committee Reports

Co-Chairs of the Checkoff Program Committees reports were given to the Board as follows:

- Domestic Marketing Committee: Co-Chair, Sallie Miller
- International Marketing Committee: Co-Chair, Ross Havens
- Consumer Trust Committee: Co-Chair, John Ferry
- Nutrition & Health Committee: Co-Chair, Doc Walker
- Safety & Product Innovation Committee: Co-Chair, David Bruene
- Stakeholder Engagement Committee: Co-Chair, Ben Peterson
- Checkoff Evaluation Committee: Co-Chair Cheryl DeVuyst

e) CBB Nominating Committee Member Elections

Legal Counsel, Wayne Watkinson reviewed the CBB Nominating Committee election process, and the Board members were grouped in different parts of the room based on their assigned region. Each region completed the election process and presented the following certified ballot results to Mr. Watkinson:

- Region 1 - Monte Bordner, MI
- Region 2 - Jay Calhoun, VA
- Region 3 - Debbie Gill, TX
- Region 4 - Amy Langvardt, KS
- Region 5 - Dave Hamilton, NE
- Region 6 - Steve Hobbs, MT

Ed Hildenbrand moved to destroy the election ballots, and Seth Denbow seconded. Motion passed.

Chair, Andy Bishop announced the election results to the Board and congratulated the 2024 CBB Nominating Committee and thanked those willing to serve.

f) CBB Chair Report

Chair, Andy Bishop provided a report to the committee.

Other Business

No other business as noted.

Executive Session

No Executive Session was needed.

Adjourn

Monty Bordner moved, and Tammy Wiedenbeck seconded to adjourn at 6:06 PM PT.