



Funded by the Beef Checkoff

CONSUMER TRUST COMMITTEE MEETING AGENDA

2024 Cattle Industry Summer Business Meeting

Wednesday, July 10, 2024 | 8:00 AM-2:00 PM PT

Hilton Bayfront, San Diego, California

Sapphire Ballroom H

John Ferry, Co-Chair-CBB
Jesse Larios, Co-Chair-Federation
Rose Mosher, Staff Liaison

Purpose Statement

Grow consumer trust in beef and beef production through greater adoption and understanding of industry best practices.

- 1. Welcome, Call to Order**
- 2. Introductions**
- 3. Approval**
 - Agenda
 - 2024 Cattle Industry Convention Meeting Minutes
- 4. Review Purpose Statement, Initiatives, Committee Ground Rules**
 - Purpose Statement
 - Initiatives
 - Ground Rules
- 5. Authorization Requests (AR):**
 - Describe AR presentation format.
 - Tactic scoring
- 6. Contractor Presentations & Tactic Scoring**
 - Present FY2025 AR Tactics
 - As a table, complete a scoresheet and comments for each tactic.
- 7. Wrap-up**
 - Share scores and comments from each table.
- 8. Next Steps**
 - Share results with Contractors and Beef Promotion Operating Committee (BPOC).
 - Wrap-up webinar following September BPOC meeting to review funding decisions.



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9. Adjournment

Additional Meetings

Checkoff Evaluation Committee Meeting	Tuesday, July 9, 2024	9:30 AM-12:00 PM PT	Sapphire Ballroom A
Checkoff Highlight Session	Tuesday, July 9, 2024	2:00-4:00 PM PT	Sapphire Ballroom IM
Cattlemen's Beef Board Meeting	Wednesday, July 10, 2024	4:00-6:00 PM PT	Sapphire Ballroom LP
NCBA Board of Directors	Wednesday, July 10, 2024	5:30-7:30 PM PT	Sapphire Ballroom BCFGJKNO