



Funded by the Beef Checkoff

INTERNATIONAL MARKETING 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 E

Ross Havens, Co-Chair-CBB

Fred Schuetze, Co-Chair-Federation

Chad Smith, Staff Liaison

Purpose Statement

Increase U.S. beef demand in international markets by leveraging unique attributes of U.S. beef.

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