



Funded by the Beef Checkoff

CONSUMER TRUST COMMITTEE MEETING MINUTES

2024 Cattle Industry Summer Business Meeting

Wednesday, July 10, 2024 | 8:00 A.M. - 2:00 P.M.

Hilton Bayfront, San Diego, California

Sapphire Ballroom H

John Ferry, Co-Chair-CBB
Jesse Larios, Co-Chair-Federation
Todd Johnson, Staff Liaison

Purpose Statement

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

Attendees

CBB		Federation		Executives/Liaisons
John Ferry	Marisa Kleysteuber	Jesse Larios	Charlie Hollenbeck	Beka Wall
Sarah Childs	Cortney Lawrence	Keith Baxter	Peter Lehring	Nichole Hockenberry
Melissa Daniels	Janet Parker	Jenni Birker	Jaret Moyer	Todd Johnson
Jeri Hanson	Gwenna Prescott	George Cooksley	Jeff Rudolph	Jackie Madill
Edmund Hildenbrand	David Uhrig	Josh Geigle	Jeff Sherfield	Josh St. Peters
Jason Hitch	Creed Ward	Brooke Harward	Shannon Treichel	Scott Stebner
Gina Hudson	Chloe Wilson	Joy Patton	Nancy Jackson	Nicole Wardner

1. Welcome/Call to Order

John Ferry, Committee Co-Chair, called the meeting to order at 8:00 a.m.

2. Introductions

John Ferry welcomed the committee members and introduced himself, co-chair Jesse Larios, and staff liaisons, Beka Wall and Todd Johnson.

Committee members introduced themselves by answering the question, "Where would we find you when you're not on the farm/ranch/feedyard?"

3. Approval

Nancy Jackson moved to approve the day's agenda; Jeri Hanson seconded the motion, and the committee approved the day's agenda.

Sarah Childs moved to approve the minutes from the committee meeting held during the 2024 Cattle Industry Convention in Orlando, Florida; Ed Hildebrand seconded the motion, and the committee approved the minutes as distributed.



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4. Review Purpose Statement, Initiatives, and Committee Ground Rules

John Ferry reviewed the committee's purpose statement and Beef Industry Long Range Plan initiatives to guide the committee's decisions, then reviewed the committee ground rules and reviewed the Beef Checkoff Planning Cycle, Checkoff Program Committees, and Budget Categories. He also shared the presentation format for the day, the schedule of presenters, and the contents of the folder each committee member has containing documents, such as the Tactic Quick Guide committee members should use during contractor presentations.

5. Authorization Requests (AR):

Jesse Larios described the scoring process to be used, focusing on the importance of comments to the Beef Promotion Operating Committee (BPOC). He challenged the committee to carry home meeting information and share with other producers the important work being done by the Beef Checkoff.

6. Contractor Presentations & Tactic Scoring

- Rick Henningfeld and Brian Beierle presented American Farm Bureau Foundation for Agriculture Authorization Request 2521 CI (Tactic A: Building Bridges: Connecting STEM with Authentic Beef Science Education and Tactic B: Leveraging Beef Research to Support AFBFA's Communities of Practice in Science Education) and answered questions on each.
- Mandy Carr presented National Cattlemen's Beef Association Authorization Request 2511 R (Tactic D: Sustainability Research and Scientific Affairs) and answered questions.
- Hilary Makens, Jill Johnson, and Josh White presented National Cattlemen's Beef Association Authorization Request 2531 II (Tactic A: Issues and Crisis Management and Planning); Authorization Request 2532 II (Tactic B: Beef Advocacy Training and Engagement and Tactic C: Beef Quality Assurance) and answered questions.
- Gabby Glenister presented Meat Institute Authorization Request 2530 II (Tactic A: Veal Quality Assurance) and answered questions.
- Hilary Makens presented National Cattlemen's Beef Association Authorization Request 2522 CI (Tactic C: Public Relations) and answered questions.

Committee members scored the tactics, provided comments, and submitted them for tabulation.

7. Wrap-up

Committee members reviewed the committee's average score for each tactic, as well as the comments for submission to the BPOC and the contractors.

8. Next Steps

- Committee scores and comments will be shared with Contractors and the BPOC.
- Committee members are encouraged to join the "Insights" webinars being held throughout July and August to learn more about the Checkoff contractors, plus join the "wrap-up" webinar following the September BPOC meeting to review funding decisions.

9. Adjournment

The meeting adjourned at 2:10 p.m.