



Funded by the Beef Checkoff

INTERNATIONAL MARKETING 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 E

Ross Havens, Co-Chair-CBB

Fred Schuetze, Co-Chair-Federation

Chad Smith, Staff Liaison

Jennifer Darmofal, Staff Tabulator

Purpose Statement

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

Attendees

| | | | |
|---------------------|----------------------|-----------------|----------------|
| Ross Havens | Robert Fountain, Jr. | Bill Lipscomb | Kent Pruismann |
| Fred Schuetze | Patterson Freeman | Mitchel Logsdon | Amy Radunz |
| Ann Marie Bosshamer | Dave Hamilton | Pat McDowell | Bob Robinson |
| Jay Dalton | Bilynn Johnson | Jodie Mink | Larry Stomprud |
| Bree DeMontigny | Neil Johnson | Hayley Moss | Richard Winter |
| Seth Denbow | Andy Kellom | Jess Nehl | |
| Cheryl DeVuyst | Larry Kendig | Warren Nop | |
| Barb Downey | Ted Kingsley | Caleb Plyler | |

1. Welcome/Call to Order

Co-Chair Ross Havens called the meeting to order at 8:03 AM.

2. Introductions

Ross Havens welcomed the committee members and introduced himself. Committee members introduced themselves by answering the question "How does the consumer benefit from the Beef Checkoff program?"

3. Approval

Co-Chair Fred Schuetze introduced himself and then guided the committee through the meeting handouts. Richard Winter made a motion to approve the day's agenda; Larry Stomprud seconded the motion, and the committee approved the day's agenda. The motion was approved.

Andy Kellom moved to approve the minutes from the committee meeting during the 2024 Cattle Industry Convention in Orlando, Florida; Patterson Freeman seconded the motion, and the committee approved.

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

Co-chair Fred Schuetze reviewed the committee's purpose statement and Beef Industry Long Range Plan initiatives to guide the committee's decisions. Ross Havens reviewed the committee ground rules and walked through the 2024 Beef Checkoff Planning Cycle, Checkoff Program Committees, and Budget Categories.



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Fred Schuetze walked through the presentation format for the day.

5. Authorization Requests (AR):

Staff Liaison Chad Smith described the tactic scoring process and encouraged each table to provide constructive comments for each tactic. These comments will be provided to the Beef Promotion Operating Committee (BPOC) and help the BPOC understand how well committee members liked each tactic.

6. Contractor Presentations & Tactic Scoring

Dan Halstrom, John Hinners, Scott Reynolds, and Joe Schuele presented the U.S. Meat Export Federation's (USMEF) tactics for Authorization Request 2540-FM (Tactic A: Africa; Tactic B: ASEAN; Tactic C: Caribbean; Tactic D: Central America & Dominican Republic; Tactic E: China & Hong Kong; Tactic F: Commonwealth of Independent States; Tactic G: Columbia; Tactic H: Europe; Tactic I: Japan; Tactic J: South Korea; Tactic K: Mexico; Tactic L: Middle East; Tactic M: South America; and Tactic N: Taiwan) and answered committee member's questions on each tactic throughout the presentation. Committee members scored the tactics and provided comments by table as the tactics were presented throughout the day.

7. Wrap-up

At the end of the day, committee members received an update on the committee's average score for each tactic. Committee comments will be compiled by tactic and scores and comments for each tactic will be provided to the U.S. Meat Export Federation and the BPOC.

Robert Fountain, Jr. moved that the committee approve a resolution to be put forward to the Operating Committee stating that "Based on today's presentations, the International Marketing Committee moves to fully fund all USMEF AR's for FY 2025." This motion was seconded by Richard Winter. Larry Stomprud made a friendly amendment to add a reference to the Return-on-Investment study that was presented yesterday. This amendment was seconded by Pat McDowell. The amended motion states, "Based on today's presentations, in addition to the ROI study presented in the Checkoff Evaluation Committee and further discussions yesterday, the International Marketing Committee moves to fully fund all USMEF AR's for FY 2025." The amendment and the motion were approved by the committee.

8. Next Steps

- Results from today's Checkoff Program Committees will be shared with potential Contractors and BPOC.
- AR Insights Webinars will be held every Thursday at 11:00 a.m. (MT) between July 25th and August 22nd. These webinars will allow Checkoff Program Committee members, BPOC members, and any Checkoff payer to learn more about each potential contractor's proposed Authorization Requests for FY 2025.
- The BPOC will meet in Denver on September 4-5 to review each potential contractor's funding request and to make Checkoff program funding decisions for FY 2025.
- A wrap-up webinar will be held following the September BPOC meeting to review funding decisions.

9. Adjournment

Co-Chair Ross Havens called for a motion to adjourn. Bob Robinson moved that the meeting be adjourned. Bilynn Johnson seconded the motion. The meeting adjourned at 2:58 p.m.