



Funded by the Beef Checkoff

STAKEHOLDER ENGAGEMENT 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 A

Ben Peterson, Co-Chair-CBB

June Loseke, Co-Chair-Federation

Wendy White, Staff Liaison

Purpose Statement

Engage beef community stakeholders in programs that enhance understanding of the Beef Checkoff and advance the beef industry.

Attendees

Dean Black	Steve Hobbs	Kristin McQueary	Brandi Richards
Monte Bordner	John Kriese	Ryan Miller	Dale Sandlin
Marsha Corbin	Boe Lopez	Jeri Moniz	Corey Schultz
Bill Dale	June Loseke	Tom Novota	Kimberly Stone
Gary Daniel	Brian Malaer	Ben Peterson	Jimmy Taylor
Debbie Gill	Nathan Martin	Gaye Pfeiffer	Veabea Thomas
Mark Goes	Tom McCall	Terry Quam	Tammy Vaassen
			Wendy White

1. Welcome/Call to Order

Co-Chair June Loseke called the meeting to order at 8:03 a.m.

2. Introductions

Co-chair June Loseke welcomed the committee members and introduced herself, co-chair Ben Peterson, staff, and volunteer leadership in attendance. Committee members then introduced themselves and guests were welcomed.

3. Approval

Steve Hobbs made a motion to approve the day's agenda; Brian Malaer seconded the motion, and the committee approved the day's agenda.

Nathan Martin made a motion to approve the minutes from the committee meeting during the 2024 Cattle Industry Convention in Orlando, Florida; Kimberly Stone seconded the motion, and the committee approved the minutes.



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

Ben Peterson reviewed the committee's purpose statement and Beef Industry Long Range Plan initiatives to guide the committee's decisions, as well as the committee ground rules. June Loseke discussed the 2024 Beef Checkoff Planning Cycle, Checkoff Program Committees, and Budget Categories. Ben Peterson walked through the presentation format for the day, the schedule of presenters, and the contents of the folder each committee member received containing documents, such as the Tactic Quick Guide.

5. Authorization Requests (AR):

Ben Peterson described the scoring process, focusing on the importance of comments to the Beef Promotion Operating Committee (BPOC).

6. Contractor Presentations & Tactic Scoring

Chandler Mulvaney and Emma Mulvaney presented the National Cattlemen's Beef Association's tactics for **Authorization Request 2532-II (Tactic B: Beef Advocacy Training & Engagement and Tactic C: Beef Quality Assurance)**; and answered committee member questions on each. Committee members scored the tactics at their tables and submitted them for tabulation. The committee then took a short break.

JJ Jones presented the National Institute for Animal Agriculture's tactics for **Authorization Request 2531-II (Tactic A: 14th Annual NIAA Antibiotics Symposium and Tactic B: Beef Producer Engagement with Public Health Leaders)** and answered committee member questions. Committee members scored the tactics at their tables and submitted them for tabulation.

Following lunch, Sarah Metzler presented the Cattlemen's Beef Board's tactics for **Authorization Request 2550-PC (Tactic A: Key Audience Insights and Action Platform; Tactic B: Producer Publishing; and Tactic C: Industry and Media Collaboration)** and answered committee member questions. Committee members scored the tactics at their tables 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

- Share results with Contractors and BPOC.
- Wrap-up webinar following September BPOC meeting to review funding decisions.

9. Adjournment

Marsha Corbin made a motion to adjourn the meeting; VeaBea Thomas seconded the motion, and the meeting adjourned at 1:55 p.m.