



Funded by the Beef Checkoff

## CHECKOFF EVALUATION COMMITTEE MEETING MINUTES

### 2024 Cattle Industry Summer Business Meeting

Tuesday, July 9, 2024 | 9:30 AM – 12:00 PM PT

Hilton Bayfront, San Diego, CA

Sapphire Ballroom A

**Cheryl DeVuyst**, CBB Chair

**Shannon Treichel**, Federation Vice Chair

**Beka Wall**, Staff Liaison

#### Call to Order

Chair Cheryl DeVuyst called the meeting to order at 9:39 AM PT and thanked all attendees for their time. Mr. Moorhouse asked Nancy Dugan to call roll of the committee members.

#### Members Present

##### CBB Members

Cheryl DeVuyst, Chair  
John Ferry  
Debbie Gill  
Jeri Hanson  
Bilynn Johnson  
Terry Quam

##### Federation Members

Shannon Treichel, Vice Chair  
Barb Downey  
Dan Hanrahan  
Timmerly Hellyer  
Nancy Jackson  
Jeff Rudolph

##### QSCB Ex-Officio Members

George Quackenbush  
Ann Wittmann

##### Staff Liaison

Beka Wall

#### Members Not Present

N/A

#### Officers & Guests

CBB Officers

Federation Officers

Dr. Harry Kaiser, Cornell University

USDA-AMS Staff – Jennifer Porter, Taylor Cox, Jeana Harbison, Kinley Hartman, and Amber Sisco

#### Welcome & Call to Order

At 9:30 AM (PT), Chair Cheryl DeVuyst called the meeting to order and welcomed all committee members and guests.

#### Quorum

Committee member roll call was conducted, and Chair Cheryl DeVuyst declared there was a quorum present to conduct business.



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### Agenda

Vice Chair Shannon Treichel called for a motion to approve the agenda as emailed. Debbie Gill moved, and Barb Downey seconded to approve the agenda. Motion passed.

### Minutes

Vice Chair Shannon Treichel asked for a motion to approve the January 31, 2024, meeting minutes as emailed. Jeri Hanson moved, and Terry Quam seconded to approve the minutes. Motion passed.

### Program Evaluation Updates

Staff liaison Beka Wall provided updates on the following:

- FY23 Q2 Program Evaluation Updates: A few Authorizations Request (AR) objectives were completed in Q2, and the remaining are on track to be completed in Q3 and Q4 of this fiscal year.
- Research Summaries: To enhance the visibility and tracking of work conducted through Beef Checkoff Research ARs, quarterly summaries are now categorized by program area. This allows members to easily access topics of interest, such as pre- and post-harvest beef safety, nutrition, sustainability, and more.
- Beef Promotion Operating Committee AR Resources: The Beef Promotion Operating Committee will receive a guide detailing available resources and instructions on how to access them. These resources encompass quarterly evaluation reports, research summaries, historical comparisons of requested vs. awarded budgets, QSBC survey results, and additional pertinent information.
- Quarterly Program Reporting Structure: The committee has contracted with Agralytica to support the revision of the AR reporting structure, guided by their Results-Oriented Management (R-OM) principles. In the coming months, Beka will work with Agralytica to: 1) revise the AR Tactic Template, 2) create a comprehensive "How to Guide" for contractors, committee members, and staff, and 3) conduct training sessions for contractors to ensure they understand how to complete the Tactic Template, while providing opportunities for them to ask questions and seek clarification.

### 2024 ROI Study

Dr. Harry Kaiser—the Gellert Family Professor of Applied Economics and Management at Cornell University—presented study findings from the most recent "Independent Economic Analysis of the National Beef Checkoff Program." Main conclusions from the study were:

- The National Beef Checkoff significantly benefited the beef industry, including producers and importers, as well as the broader U.S. economy. Specifically, every national dollar invested in demand-driving activities for the most recent 5-year period (2019-2023) resulted in a total industry-wide financial impact of \$13.41 for the beef producers and importers who fund the program.
- The benefits that beef producers and importers receive from the program continue to be vastly higher than the costs of the national Beef Checkoff's demand-driving activities.
- The national Beef Checkoff program generated significant indirect benefits, including substantial job creation, contributions to the Gross Domestic Product, and increased government revenues.



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### Other Business

Vice Chair Shannon Treichel provided an overview of the committee's outgoing and incoming members, along with the newly appointed leadership position.

- **Outgoing Members**
  - CBB: Cheryl DeVuyst
  - Federation: Barb Downey
  
- **Incoming Members**
  - CBB: Gwen Geis
  - Federation: A representative will be appointed by the Federation Officers before the next meeting to fill the vacancy created by Barb Downey's departure.
  
- **Appointed Leadership Position**
  - CBB: CBB Officers appointed Bilynn Johnson as Chair of the Checkoff Evaluation Committee, with her term set to commence following the conclusion of the 2024 Summer Business Meeting.

### Closed Committee Session

#### *FY25 External Program Reviews*

The committee reviewed the list of remaining programs and considered the following:

- Program Size: Evaluated the scale and scope of each program.
- Program Management: Strategized how to distribute external reviews as evenly as possible to prevent overloading individual program managers.
- Identify Similar Programs: Determined which programs could be reviewed together for greater efficiency.

Following discussions, the committee issued a directive to incorporate the following program areas in the FY25 External Program Review request for proposals:

- National Cattlemen's Beef Association: (Tactic B): Nutrition Research
- National Cattlemen's Beef Association (Tactic E): Consumer Market Research
- U.S. Cattlemen's Association/Kansas State University (Tactic A): Meat Demand Monitor

Chair Cheryl DeVuyst noted that the committee will meet in mid-November via Zoom to decide on the proposal(s) they want to move forward with.

### Adjourn

Nancy Jackson moved, and Jeri Hanson seconded to adjourn at 12:00 PM (PT).