



CBB EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, September 5, 2024 | 1:30 PM – 2:30 PM MT
Hyatt Place Pena Station/ Denver Airport
and Virtual August 5, 2024

Ryan Moorhouse, Chair

Call to Order

Chair Ryan Moorhouse called the meeting to order at 1:09 PM MT and thanked all attendees for their time. Mr. Moorhouse asked Nancy Dugan to call roll of the committee members.

Members Present

Ryan Moorhouse, Chair	Cheryl DeVuyst	David Henderson	Bill Lipscomb
Andy Bishop	Mary Graner	Steve Hobbs	Caleb Plyler
Seth Denbow (virtual)	Ross Havens (virtual)	Mike Holden	Jimmy Taylor

Staff Present

Sara Arp, CBB	Greg Hanes, CBB	Tom Novota, CBB	Chad Smith, CBB
Nancy Dugan, CBB	Jeff Lutz, CBB	Beka Wall, CBB	
Davis Gidney, CBB	Sarah Metzler, CBB		

Guests

John Ferry, CBB Member	Jason Hitch, CBB Member	Kenton Ochsner, CO Beef Council
Mark Goes, Federation	Nancy Jackson, Federation	Terry Quam, CBB Member
Dan Hanrahan, Federation	Todd Johnson, Federation	Tammy Wiedenbeck, CBB Member
Kinley Hartman, USDA-AMS	Lis Kidder, Legal Counsel	Colin Woodall, NCBA

Virtual Guests

Jason Bagley, TX Beef Council	Alesia Hovatter, VA Beef Council	Tammy Vaassen, WI Beef Council
Valerie Bass, TN Beef Council	Jackie Madill, WA Beef Commission	Paul Walker, CBB Member
Ann Marie Bosshamer, NE Beef Council	Molly McAdams, TX Beef Council	Nicole Wardner, NB Beef
Heather Buckmaster, OK Beef Council	Janine Moore, IA Beef Council	Commission Andrew Warner, NCBA
Bilynn Johnson, CBB Member	Scott Stebner, KS Beef Council	Stephanie Weiss, WV Beef Council

Quorum

Legal Counsel, Lis Kidder declared that a quorum was present to conduct business.

Agenda

Chair Ryan Moorhouse called for a motion to approve the agenda as emailed. Caleb Plyler moved, and Seth Denbow seconded to approve the agenda as emailed. Motion passed.



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Minutes

Chair Ryan Moorhouse asked for a motion to approve the August 6, 2024, meeting minutes as emailed. Steve Hobbs moved, and David Henderson seconded to approve the minutes as emailed. Motion passed.

CEO/Travel Update

CEO Greg Hanes gave an update on the following:

- Greg recognized & thanked CBB staff, officers and members of the Beef Promotion Operating Committee for all their hard work in preparing for and executing this week's meetings.
- CBB is working with USDA on several FOIAs.
- The Evaluation Committee is working with Agralytica to upgrade performance measures from PEM to ROM.
- The process for the new LRP is moving along on schedule. RFP responses from potential moderators are due September 15.
- We have regular calls with CEO's of other checkoffs, looking at how we can work together.

CEO Greg Hanes gave an update on following meetings where CBB officers, members and staff were in attendance:

- **August 12-14:** Little League World Series (NCBA), Williamsport, PA
- **August 28-30:** NIAA Beef Producer Engagement with the CDC, Atlanta, GA
- **September 4-5:** BPOC & CBB Executive Committee Meeting, Denver, CO

CBB will also have representatives attending the following upcoming meetings:

- **October 8-9:** Protein PACT Summit, Austin, TX

Legal Update

Legal Counsel, Lis Kidder gave the following update:

- The hearing for R-Calf case is scheduled September 23, 2024. This hearing is still just to determine standing.



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Beef Promotion Operating Committee Report

Chair, Andy Bishop reported that the CBB identified \$1,733,660 in additional funds available for the Beef Promotion Operating Committee (BPOC) to allocated to fiscal year 2025 programs. The total funds available to the BPOC was \$37,975,000. The BPOC met on September 4-5, 2024, to allocate the available funds to fiscal year 2025 Authorization Requests (ARs) for programs in the areas of Promotion, Research, Consumer Information, Industry Information, Foreign Marketing, and Producer Communications.

The BPOC recommended and approved the following AR Budget:

Promotion	\$9,120,000
Research	\$8,600,000
Consumer Information	\$7,500,000
Industry Information	\$2,955,000
Foreign Marketing	\$8,000,000
Producer Communications	\$1,800,000

Mr. Bishop reported the preliminary CBB Budget approved at Summer Business Meeting in San Diego, CA was \$40,517,200 and now are asking you the Committee to approve the final amended Budget of \$42,250,860 to recommend to the full Cattlemen’s Beef Board.

Steve Hobbs moved, and Caleb Plyler seconded the motion to not approve the FY 2025 budget amendment. Discussion. Steve Hobbs then requested to withdraw the original motion. He noted he would like to convene a meeting during a future EC meeting with the BPOC members to discuss how the September meeting was conducted. Motion withdrawn.

Ross Havens moved, and Seth Denbow seconded to approve the FY 2025 Cattlemen’s Beef Board Budget Amendment and recommend to the full Cattlemen’s Beef Board. Motion passed.

Financial Report

Cheryl DeVuyst, CBB Secretary-Treasurer reported the FY 2024 July Financials.

Branded Partnerships

Chair Ryan Moorhouse presented USMEFs branded partnership with Greater Omaha Packing (ARMS# 090324-10). Discussion. Bill Lipscomb moved, and Caleb Plyler seconded to approve the branded partnership. Motion passed.

Status of QSBC Audit Reports & Marketing Plans

Tom Novota, CBB Financial Compliance Manager reported that all annual audit reports were received, reviewed, and approved in compliance with the Act and Order.

Checkoff Program Committee Update

Chair, Andy Bishop presented updates from the CBB & Federation Officer meeting. Leadership is working closely with staff on the Checkoff Program Committee restructure process, which will go into effect in 2026. Checkoff Program Committees will align with the budget categories moving forward. With this change, we have asked all Co-Chairs to serve an additional year to help with the transition process. The CBB Officers are in the process of



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appointing a new Co-Chair to the Safety & Product Innovation Committee since the current Co-Chair will term off the Board concluding the winter meetings.

Other Business

Chair Ryan Moorhouse gave an update on the following meeting:

- Next Executive Committee Meeting – October 8, 2024 @ 11:00 AM MT via Zoom

Executive Session

The committee entered Executive Session at 2:24 PM PT.

Adjourn

Steve Hobbs moved, and Caleb Plyler seconded to adjourn at 2:35 PM MT. Meeting adjourned.