

MICHIGAN BEEF INDUSTRY COMMISSION

Board Meeting

Thursday, December 16, 2021

Okemos Courtyard by Marriott, 3345 Meridian Crossing Dr. Okemos, MI 48864

DRAFT A G E N D A

Mission: *The Michigan Beef Industry Commission builds demand for beef products by growing consumer trust and promoting beef's value; thereby enhancing opportunities for all segments of the beef industry.*

Strategy: *The Michigan Beef Industry Commission board members set the policy and provide strategic direction; while management implements programs, handles operations and provides organizational direction.*

9:00 Welcome and Call to Order - Chairman Monte Bordner

General Business

- Approval of Agenda
- Approval of Minutes –Jon Haindl, Secretary
- Presentation of FY 2021 MBIC Audit – Ailie Weaver, Maner Costerisan
- Financial Report – Jill Sears, Treasurer

Information

- Nutrition & Consumer Info Report – Katie Serbinski
- Executive Report – George Quackenbush
- 2022 Cattle Industry Convention – Houston, TX

Decisions

- MBIC Mission Statement
- FY 2022 MBIC Marketing Plan
- FY 2022 MBIC Budget/Amendments

11:30 Group/Individual Photos

12:00 Christmas Lunch at Lucky's Steakhouse, 3554 Okemos Rd, Okemos, MI 48864
with retiring Commissioners Dale Oeschger, Garry Wiley & Leonard Brown

1:30 Guest Presentation - *Views on Traceability in the Beef System*
Dr. Melissa McKendree, Dr. David Ortega, Dr. Dan Buskirk

2:30 Allied Industry Reports

- MI Department of Agriculture and Rural Development
- MI Cattlemen's Association
- Michigan State University

Commissioner Reports and Public Comments (public comment limit 5 min.)

Additions:

FY 2022 Meeting Dates

March 24, 2022

July 21, 2022

Sept. 22, 2022

3:30 Adjourn