JOINT FOODSERVICE-RETAIL MARKETING COMMITTEE MEETING

Draft Agenda for September 29, 2014

1. 2:00 CALL TO ORDER/ROLL CALL

2. 2:05 PUBLIC COMMENT

3. 2:15-2:20 APPROVAL OF MINUTES FROM LAST MEETING
   (OCTOBER 28, 2013)

4. 2:20-2:30 REMINDER OF COMMITTEE SCOPE OF BUSINESS AND
   LIMITATIONS

5. 2:30-3:00 RFM PRESENTATION

6. 3:00-3:30 SPECIES COMMITTEE CONSIDERATIONS / PRIORITY
   RECOMMENDATIONS TO THE BOARD

7. 3:30-3:45 PR AGENCY INTRODUCTION $1M

8. 3:45-4:00 CONSUMER ADVERTISING PRESENTATION $2.5M

9. 4:00-4:45 DISCUSSION – EMERGING TRENDS & CHALLENGES
    a. Markets
    b. Products
    c. Species (NOMENCLATURE ISSUES ARNE FUGLVOG)
    d. Other

10. 4:00-4:50 NEW BUSINESS

11. 4:50-5:00 NEXT MEETING SCHEDULE