CALIFORNIA CATTLE COUNCIL

Board Meeting Notice

March 2 - 3 2026
Beginning at 1:30pm

Vespera Resort on Pismo Beach
147 Stimson Ave.
Pismo Beach, CA 93449

Public Participation

Members of the public are encouraged to provide comments to the Council and may suggest items to be placed on the agenda for discussion at the next Council meeting. While the Council values the participation of the public, the Council Chairperson reserves the right to limit the time for public comment depending on the length of agenda and number of commenters. Public comment must be related to the Council's authority and jurisdiction and its placement on the agenda is within the discretion of the Council Chairperson.

All matters noticed on this agenda may be considered for action. Items listed on the agenda may be considered in any order at the discretion of the Council Chairperson. All meeting agendas and notices are available on the California Cattle Council's website: www.calcattlecouncil.org.

Each of the agenda items will include discussion and possible action by the Council. Time will be allowed for members of the public to make comments on each agenda item.

For further information regarding this meeting, please contact: Justin Oldfield, Executive Director, at 916-444-2697 or by email at justin@calcattlecouncil.org.

Americans with Disabilities Act

All Council meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification in order to attend or participate in any Council or Committee meeting or other Council activity may request assistance by contacting Justin Oldfield, Executive Director, at 916-444-2697 at least five days prior to the meeting.

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All Council members and alternates are strongly encouraged to engage and provide input on each agenda item.

Monday, March 2, 2026: 1:30pm

1. Call to Order: Roll Call, Establish Quorum
2. Approval of Meeting Minutes from February 19, 2026
3. Executive Director's Report
    a. Introduction of 2026 Chair, Vice Chair, Executive Committee & New Members
    b. Appointments
    c. Cattle Council Financial Update

Educational & Informational Items

4. Beef Prices & Consumer Trends
5. Ultra Processed Foods: Future Actions & Impacts
6. USDA Revised Food Pyramid

Project Updates

7. Beef Council Early Childhood Nutrition Outreach Project Update
8. UCCE Public Lands Grazing Research
9. California Food Safety Longitudinal Study & Proposed CAFO Dust Research
10. Cattle Council Public Affairs update

Meeting Recess

TUESDAY, MARCH 3, 2026: 8:30AM

PROJECT UPDATES

11. CALIFORNIA CATTLEMEN'S FOUNDATION PROJECT UPDATE
    a. RANCHERS TECHNICAL ASSISTANCE PROGRAM
    b. REGULATORY STAKEHOLDER EDUCATION PROGRAM
    c. AGENCY EDUCATION PROGRAM
    d. COMMUNICATIONS

12. WESTERN UNITED DAIRIES FOUNDATION PROJECT UPDATE
    a. DAIRY TECHNICAL ASSISTANCE PROGRAM

BUSINESS MEETING

13. NEW BUSINESS
    a. NEW PROPOSALS

14. PUBLIC COMMENT ON ITEMS NOT INCLUDED ON THE AGENDA

15. ADJOURN

All items are subject to discussion and action. All meetings of the California Cattle Council are open to the public and subject to the Bagley-Keene Open Meeting Act.