



TEXAS BEEF COUNCIL

Texas Beef Council & Beef Promotion Research Council of Texas Board Meeting Recap Wednesday, November 15, 2023

New Directors Sworn In

Texas Beef Council (TBC) welcomed the following first-term Directors to attend an interactive New Director Orientation where they experienced programs and took an oath of office administered by the Texas Department of Agriculture.

- Kara Dudley (Texas & Southwestern Cattle Raisers Association)
- Kerry Wiggins (Independent Cattlemen's Association)

Program Evaluations & Annual Report

The Board reviewed and approved fiscal year 2023 program evaluations, which summarize how Beef Checkoff dollars were used to stimulate beef demand. A few highlights from evaluations include:

- Hosted the first-ever Ultimate Beef Loving Texan contest, resulting in 289K views of cookoff episodes.
- Delivered targeted beef nutrition messaging to 1,080 medical offices, reaching 4,100 medical providers, nurses, dieticians, and staff.
- Registered over 260 coaches, athletic directors, and trainers for the Sports Nutrition Game Plan
- Collaborated with rancher and ag influencer, Tucker Brown, to develop content for Beef Loving Texans channels that resulted in 215K views.
- Trained 492 beef producers on Beef Quality Assurance best practices through partnership with Texas A&M AgriLife Extension and TSCRA.

TBC's annual report, "Bringing Texans To The Table" is now available on [TexasBeefCheckoff.com](https://www.texasbeefcheckoff.com) and includes more Beef Checkoff-funded successes.

Executive Vice President's Report – Molly McAdams

- McAdams reiterated how TBC's Strategic Plan leads organizational culture and programs through inspiring trust and choice, leveraging expansive platforms, empowering a value-driven culture, and cultivating a systematic approach.
- The new TBC Director Portal on BeefLovingTexans.com will provide timely information and training ahead of board meetings.

- To continue elevating the Beef Loving Texans brand while providing versatile beef recipes and cooking tips, TBC launched the [Ultimate Beef Loving Texan](#) cooking competition. The winner, Johnny Stewart, will serve as brand ambassador for the next year.
- In partnership with *Beef. It's What's For Dinner.*, Nebraska, and Oklahoma Beef Councils, TBC created a commercial for this year's National Finals Rodeo in Las Vegas, NV. This is available for viewing on the Director Portal under the November Meeting Details.

U.S. Meat Export Federation (USMEF) Board Meeting Report

USMEF, a contractor to the Beef Checkoff, continues promoting beef to international consumers across the globe with support from TBC. The 2023 USMEF Strategic Planning Conference and Board of Directors Meeting took place November 8-10 in New Orleans.

- Exports slowed in the top 3 markets: Korea, Japan, and China, following record exports in 2022.
- A new funding program, The Regional Ag Promotional Program (RAPP), was announced to help support USMEF in getting into new markets and leverage Beef Checkoff dollars.

Litigation Updates

Molly McAdams provided brief updates on the litigation involving R-CALF v. USDA and the Complaint and Consent Decision between USDA and 7S Packing Company.

Next Meeting

February 15, 2024 (Virtual)