



TEXAS BEEF COUNCIL

Texas Beef Council & Beef Promotion Research Council of Texas February Board Meeting Report Wednesday, February 15, 2024

Budget & Financials

The Board reviewed and accepted the Texas Beef Council (TBC) FY23 audited financial statements. This information can be viewed in the Annual Report at TexasBeefCheckoff.com/Annual-Reports in late February.

Executive Vice President’s Report – Molly McAdams

TBC Updates

McAdams shared the progress of modernizing systems across TBC’s people, processes, and facilities; including staff professional development, technology, accounting programs, building updates, and Board leadership training.

Annual Convention Updates

Excellent representation and leadership from Texas were on display at the Cattle Industry Convention in Orlando. The following producers will be representing Texas in national positions for 2024:

	Federation of State Beef Councils	Cattlemen’s Beef Board	U.S. Meat Export Federation <i>(contractor to the Beef Checkoff)</i>
Leadership & Executive Committee	Dan Gattis - Chair Pat Shields - Revenue Seat Brandi Richards - Region IV Vice President	Ryan Moorhouse - Vice Chair Seth Denbow David Henderson	
Directors	Leslie Kinsel Richard Winter Amy Kirkland Pat McDowell Brian Malaer Marsha Shoemaker Fred Schuetze - Co-Chair, International Marketing Committee		Brandon Cutrer
Operating Committee	Shannon Treichel - Co-Chair, Checkoff Evaluation Committee	Mark Sustaire	

Beef Checkoff Committee Meeting Reports

TBC Directors were heavily involved in Beef Checkoff committee meetings coordinated by the CBB. Directors represented cattle producers across Texas as updates were presented on national Beef Checkoff investments across [Consumer Trust](#), [Domestic Marketing](#), [International Marketing](#), [Nutrition and Health](#), [Safety and Product Innovation](#), and [Stakeholder Engagement Committees](#).

Litigation Updates

R-CALF vs Perdue - Filed September 11, 2020

R-CALF filed a lawsuit in District Court alleging that USDA violated the Administrative Procedures Act when it entered into MOUs with Qualified State Beef Councils through the Beef Checkoff. USDA is scheduled to give final remarks on February 16.

Next Meeting

June 5, 2024, at Texas Beef Council