

Beef Promotion and Research Council of Texas

COUNCIL MEETING

JUNE 2024



Improve Texas producer profitability
by strengthening and expanding demand.

**BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
(BPRCT)**

Council Meeting

**Austin, Texas
Wednesday, June 5, 2024
9:00 AM**

AGENDA

- 1. Call to Order and Establish Quorum**
- 2. Approval of Minutes**
- 3. Public Comment**
- 4. Discussion and Possible Action Items:**
 - Audit and Budget Committee Report
 - A. Approve Reimbursements to Texas Beef Council (TBC)
 - B. Amend FY24 Budget
 - C. Accept Financial Statements
 - Additional Action
 - D. Approve Nominating Committee
- 5. Other Reports and Updates**
 - A. Collections / Refund Report
 - B. Quarterly Investment Report
- 6. Discussion of Other Business**
 - Acknowledgment and Placement on the Agenda for the Next Meeting
- 7. Discussion and Possible Action on Future Meeting Date**
 - August 21, 2024
- 8. Adjourn**

MINUTES

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Council Meeting

Meeting Report

Chairman's Name: Fred Schuetze

Meeting Time/Date: 9:00 AM, Thursday, February 15, 2024

Meeting Place: Texas Beef Council, Austin, Texas (Virtual)

Roll Call

Directors:

Amy Kirkland, Brandon Cutrer, Brandi Richards, Fred Schuetze, Gilly Riojas, Kara Dudley, Klazina de Boer, Leslie Kinsel, Mark Sustaire, Marsha Shoemaker, Pat McDowell, Pat Shields, Richard Winter, Sarah McKenzie, Shannon Treichel, Ty deCordova

Guests:

Claudia Wright, David Henderson, Dan Hale, Casey Matzke, Brian Cummins, Darren Turley, Ben Weinheimer, Donna McDonald, Si Cook

Staff:

Adriana Mora, Amber Elwood, Amy Foster, Brooke Vyvlecka, Cheyenne Pierce, Jason Bagley, Jennifer Matison, Jerry McPherson, Jordan Manning, Kathleen Pickett, Kaylee Greiner, Layla Mays, Michael Loeffler, Molly McAdams, Nancy Allender, Rachel Chou, Robert Hale, Victoria Heller

Decisions Made

Chairman called the meeting to order and established a quorum.

Approved the minutes of the November 15, 2023, Council meeting

Motion by Mark Sustaire Second by Brandi Richards Motion Passed

Approved Action Item A – Approve Reimbursements to Texas Beef Council

Motion by Pat Shields Second by Richard Winter Motion Passed

Approved Action Item B – Accept Audited Financial Statements FY23

Motion by Pat Shields Second by Klazina de Boer Motion Passed

Approved Action Item C – Accept Financial Statements FY24

Motion by Pat Shields Second by Mark Sustaire Motion Passed

Approved Action Item D – Approve Budget Amendments FY23

Motion by Leslie Kinsel Second by Sarah McKenzie Motion Passed

Other Reports and Updates

Audit & Budget Committee Report

Pat Shields reported on the February 12, 2024, Audit & Budget Committee meeting.

The Committee met with a representative of the accounting firm Atchley & Associates, who reviewed the FY23 audited financial statements. The Committee also reviewed the December 2023 financial statements. The Committee recommends that the Board accept both of these financial statements.

Collection / Refund Report

Fred Schuetze called on Michael Loeffler to review the collections report contained in the Council book. Loeffler noted that year-to-date Checkoff collections through December 2023 were roughly \$9,000 greater than the year-to-date budget. Year-to-date refunds were 5.2% of collections.

Quarterly Update on Investments

Fred Schuetze requested Council members to note the quarterly investment report in the Council book.

Future Meeting Dates

The Council meeting dates for FY24 will be on:

June 5, 2024 (Austin)

August 21, 2024 (Austin)

Future Agenda:

None

Adjourn

Approve Motion to Adjourn 9:30 AM

Motion by Brandi Richards Second by Sarah McKenzie

Motion Passed

Report Submitted by:

Fred Schuetze

Date Submitted: June 5, 2024

Distribution: Council Members

BPRCT ACTION ITEM: A

Approve Reimbursements to TBC

Action Item:

Formally approve actions taken by the Treasurer to reimburse expenses incurred by TBC for programs conducted in accordance with the BPRCT-TBC Memorandum of Agreement.

Background:

In accordance with the terms of the BPRCT-TBC Memorandum of Agreement, TBC provides administrative and collection services and conducts programs for BPRCT in compliance with the BPRCT fiscal year 2024 Marketing Plan and Budget. The TBC presents monthly invoices to the Treasurer reflecting BPRCT's share of the cost to provide these services. Upon determining if the amounts presented in the invoice are in accordance with the Marketing Plan and Budget, the Treasurer will approve the payment of the invoice. At its next regular meeting, BPRCT shall consider and act upon any TBC invoices paid by action of the Treasurer.

Rationale:

Excerpts from Texas Agriculture Code:

Sec. 41.060. Depository Bank; Expenditure Of Funds.

(a) The secretary-treasurer shall deposit all money received by the board under this chapter, including assessments, donations from persons, and grants from governmental agencies, in a bank selected by the board.

(b) Money received by the board may be expended for any purpose under this chapter.

(c) Funds assessed and collected under this chapter may not be expended for use directly or indirectly to promote or oppose the election of any candidate for public office or to influence legislation.

Financial Impact:

\$2,994,006.27 in reimbursements were invoiced for January through April 2024.

TBC INVOICE SUMMARY

Summary of Charges Through April 2024

	Staff Time (Hours)	Implementation Cost Allocation	Direct Cost	TOTAL
Consumer Marketing	5,449.6	\$ 425,624.16	\$ 2,003,561.28	\$2,429,185.44
Nutrition & Health	1,606.2	138,285.06	800,567.35	938,852.41
Channel Marketing	2,600.2	177,353.43	139,232.78	316,586.21
Issues & Reputation Management	1,137.4	89,746.47	31,049.56	120,796.03
Producer Communications	2,078.7	147,403.00	206,326.43	353,729.43
Beef Quality & Beef Safety	359.4	40,519.18	19,566.38	60,085.56
Export Market Development	63.4	7,762.29	106,939.81	114,702.10
Collections & Compliance	1,176.2	84,246.77	20,120.55	104,367.32
Administration & Accounting	2,495.4	288,257.85	-	288,257.85
	16,966.8	1,399,198.21	3,327,364.14	4,726,562.35

Year-to-Date Invoice Summary

	Amount Invoiced						FY24 Budget	Budget Remaining
	January	February	March	April	Prior Months	Total		
Consumer Marketing	\$ 310,326.75	\$ 504,053.18	\$ 398,766.19	\$ 341,778.23	\$ 874,261.09	\$2,429,185.44	\$4,759,300.00	\$2,330,114.56
Nutrition & Health	131,613.80	120,614.91	239,585.35	71,108.87	375,929.48	938,852.41	1,827,600.00	888,747.59
Channel Marketing	40,176.77	53,467.01	47,184.31	75,527.18	100,230.94	316,586.21	860,700.00	544,113.79
Issues & Reputation Management	22,136.89	15,925.53	18,598.24	16,784.62	47,350.75	120,796.03	209,900.00	89,103.97
Producer Communications	42,452.28	45,151.26	65,173.93	45,375.56	155,576.40	353,729.43	756,400.00	402,670.57
Beef Quality & Beef Safety	7,304.54	7,054.73	10,449.47	4,386.84	30,889.98	60,085.56	232,800.00	172,714.44
Export Market Development	497.68	533.85	61,157.44	49,689.33	2,823.80	114,702.10	389,800.00	275,097.90
Collections & Compliance	17,769.68	15,641.73	18,551.57	14,740.53	37,663.81	104,367.32	238,700.00	134,332.68
Administration & Accounting	48,260.86	45,276.24	46,500.88	40,390.04	107,829.83	288,257.85	524,800.00	236,542.15
	620,539.25	807,718.44	905,967.38	659,781.20	1,732,556.08	4,726,562.35	9,800,000.00	5,073,437.65

Total - January 2024 through April 2024 2,994,006.27

TBC/BPRCT EXPENSE ALLOCATIONS

YEAR-TO-DATE THROUGH APRIL 30, 2024

Dept	Tactic	Tactic Description	Allocation Percentage		Direct Program Expenses			Program Implementation			Total		
			TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT
2100	2197	TBC Administration	100.000%	0.000%	-	-	-	27,074.50	27,074.50	-	27,074.50	27,074.50	-
2100	2198	BPRCT Administration	0.000%	100.000%	-	-	-	2,845.43	-	2,845.43	2,845.43	-	2,845.43
2100	2199	Combined Administration	50.000%	50.000%	-	-	-	284,040.85	142,020.42	142,020.43	284,040.85	142,020.42	142,020.43
		Administration			-	-	-	313,960.78	169,094.92	144,865.86	313,960.78	169,094.92	144,865.86
2200	2297	TBC Accounting	100.000%	0.000%	-	-	-	16,288.33	16,288.33	-	16,288.33	16,288.33	-
2200	2298	BPRCT Accounting	0.000%	100.000%	-	-	-	5,000.93	-	5,000.93	5,000.93	-	5,000.93
2200	2299	Combined Accounting	50.000%	50.000%	-	-	-	276,782.12	138,391.06	138,391.06	276,782.12	138,391.06	138,391.06
		Accounting			-	-	-	298,071.38	154,679.39	143,391.99	298,071.38	154,679.39	143,391.99
2300	2311	Collection Activities	50.000%	50.000%	30,434.92	15,217.46	15,217.46	22,769.73	11,384.86	11,384.87	53,204.65	26,602.32	26,602.33
2300	2312	Compliance Activities	50.000%	50.000%	134.52	67.26	67.26	12,875.59	6,437.79	6,437.80	13,010.11	6,505.05	6,505.06
2300	2313	Field Staff Activities	50.000%	50.000%	8,061.23	4,030.62	4,030.61	12,898.65	6,449.32	6,449.33	20,959.88	10,479.94	10,479.94
2300	2314	Texas Checkoff Refunds	0.000%	100.000%	805.22	-	805.22	10,789.80	-	10,789.80	11,595.02	-	11,595.02
2300	2397	TBC Program Implementation	100.000%	0.000%	-	-	-	-	-	-	-	-	-
2300	2398	BPRCT Program Implementation	0.000%	100.000%	-	-	-	0.16	-	0.16	0.16	-	0.16
2300	2399	Combined Program Implementation	37.500%	62.500%	-	-	-	78,695.69	29,510.88	49,184.81	78,695.69	29,510.88	49,184.81
		Collections & Compliance			39,435.89	19,315.34	20,120.55	138,029.62	53,782.85	84,246.77	177,465.51	73,098.19	104,367.32
3100	3111	Retail Engagement	11.182%	88.818%	36,608.04	4,093.61	32,514.43	67,122.75	7,505.85	59,616.90	103,730.79	11,599.46	92,131.33
3100	3112	Industry Meetings & Planning	11.182%	88.818%	4,078.58	456.08	3,622.50	3,404.62	380.71	3,023.91	7,483.20	836.79	6,646.41
3100	3199	Combined Program Implementation	11.182%	88.818%	-	-	-	18,316.80	2,048.23	16,268.57	18,316.80	2,048.23	16,268.57
		Retail			40,686.62	4,549.69	36,136.93	88,844.17	9,934.79	78,909.38	129,530.79	14,484.48	115,046.31
3200	3211	Foodservice Education	11.182%	88.818%	116,075.76	12,979.91	103,095.85	105,889.49	11,840.85	94,048.64	221,965.25	24,820.76	197,144.49
3200	3299	Combined Program Implementation	11.182%	88.818%	-	-	-	4,948.80	553.39	4,395.41	4,948.80	553.39	4,395.41
		Foodservice			116,075.76	12,979.91	103,095.85	110,838.29	12,394.24	98,444.05	226,914.05	25,374.15	201,539.90
4100	4111	Beef Loving Texans Store	100.000%	0.000%	3,039.16	3,039.16	-	14,887.74	14,887.74	-	17,926.90	17,926.90	-
4100	4112	BLT Branding & Promotions	11.182%	88.818%	178,691.32	19,981.75	158,709.57	74,595.87	8,341.51	66,254.36	253,287.19	28,323.26	224,963.93
4100	4113	BLT Paid Advertising	11.182%	88.818%	1,100,799.34	123,094.38	977,704.96	3,659.44	409.21	3,250.23	1,104,458.78	123,503.59	980,955.19
4100	4116	Industry Meetings & Planning	11.182%	88.818%	2,491.86	278.65	2,213.21	8,366.11	935.52	7,430.59	10,857.97	1,214.17	9,643.80
4100	4121	BLT Earned Media	11.182%	88.818%	214,500.20	23,986.00	190,514.20	2,073.92	231.91	1,842.01	216,574.12	24,217.91	192,356.21
4100	4126	BLT Content	11.182%	88.818%	218,921.69	24,480.42	194,441.27	89,920.29	10,055.13	79,865.16	308,841.98	34,535.55	274,306.43
4100	4131	BLT Brand Activation	11.182%	88.818%	393,988.82	44,056.90	349,931.92	126,744.87	14,172.96	112,571.91	520,733.69	58,229.86	462,503.83
4100	4132	Brand Partnerships	11.182%	88.818%	392.63	43.90	348.73	1,952.13	218.29	1,733.84	2,344.76	262.19	2,082.57
4100	4133	Information Dissemination	11.182%	88.818%	146,026.50	16,329.08	129,697.42	2,617.84	292.73	2,325.11	148,644.34	16,621.81	132,022.53
4100	4199	Combined Program Implementation	11.182%	88.818%	-	-	-	169,280.34	18,929.39	150,350.95	169,280.34	18,929.39	150,350.95
		Consumer Marketing			2,258,851.52	255,290.24	2,003,561.28	494,098.55	68,474.39	425,624.16	2,752,950.07	323,764.63	2,429,185.44
4200	4216	Industry Meetings & Planning	11.182%	88.818%	578.73	64.72	514.01	1,974.42	220.79	1,753.63	2,553.15	285.51	2,267.64
4200	4222	Health Professional Outreach	11.182%	88.818%	59,319.80	6,633.30	52,686.50	27,445.04	3,068.98	24,376.06	86,764.84	9,702.28	77,062.56
4200	4224	Medical Office Outreach	11.182%	88.818%	798,469.53	89,287.03	709,182.50	10,340.61	1,156.32	9,184.29	808,810.14	90,443.35	718,366.79
4200	4225	Nutrition Content	11.182%	88.818%	2,271.93	254.05	2,017.88	7,537.40	842.85	6,694.55	9,809.33	1,096.90	8,712.43
4200	4234	Consumer Nutrition Education	11.182%	88.818%	40,719.87	4,553.41	36,166.46	26,761.13	2,992.50	23,768.63	67,481.00	7,545.91	59,935.09
4200	4299	Combined Program Implementation	11.182%	0.000%	-	-	-	81,636.74	9,128.84	72,507.90	81,636.74	9,128.84	72,507.90
		Nutrition & Health			901,359.86	100,792.51	800,567.35	155,695.34	17,410.28	138,285.06	1,057,055.20	118,202.79	938,852.41
5100	5111	Crisis Communications	100.000%	0.000%	-	-	-	1,585.54	1,585.54	-	1,585.54	1,585.54	-
5100	5112	Industry Advocacy	11.182%	88.818%	9,359.96	1,046.66	8,313.30	21,011.32	2,349.54	18,661.78	30,371.28	3,396.20	26,975.08
5100	5113	Issues & Reputation Management	11.182%	88.818%	1,625.00	181.71	1,443.29	11,197.04	1,252.08	9,944.96	12,822.04	1,433.79	11,388.25
5100	5115	Production Content	11.182%	88.818%	1,817.55	203.24	1,614.31	19,857.01	2,220.46	17,636.55	21,674.56	2,423.70	19,250.86
5100	5116	AgriLife Extension Engagement	11.182%	88.818%	22,156.23	2,477.57	19,678.66	6,397.52	715.39	5,682.13	28,553.75	3,192.96	25,360.79

TBC/BPRCT EXPENSE ALLOCATIONS

YEAR-TO-DATE THROUGH APRIL 30, 2024

Dept	Tactic	Tactic Description	Allocation Percentage		Direct Program Expenses			Program Implementation			Total		
			TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT
5100	5199	Combined Program Implementation	11.182%	88.818%	-	-	-	42,582.77	4,761.72	37,821.05	42,582.77	4,761.72	37,821.05
		Issues & Reputation Management			34,958.74	3,909.18	31,049.56	102,631.20	12,884.73	89,746.47	137,589.94	16,793.91	120,796.03
6100	6111	Producer Direct Communications	11.182%	88.818%	55,415.66	6,196.73	49,218.93	117,566.79	13,146.64	104,420.15	172,982.45	19,343.37	153,639.08
6100	6112	Producer Assets	11.182%	88.818%	24,213.99	2,707.67	21,506.32	3,282.07	367.01	2,915.06	27,496.06	3,074.68	24,421.38
6100	6113	Producer Influencer Communications	11.182%	88.818%	13,416.60	1,500.28	11,916.32	3,607.63	403.42	3,204.21	17,024.23	1,903.70	15,120.53
6100	6115	Industry Meetings & Planning	11.182%	88.818%	1,250.39	139.82	1,110.57	15,288.53	1,709.61	13,578.92	16,538.92	1,849.43	14,689.49
6100	6116	Producer Earned Media	11.182%	88.818%	14,710.35	1,644.95	13,065.40	4,092.06	457.59	3,634.47	18,802.41	2,102.54	16,699.87
6100	6117	Producer Paid Media	11.182%	88.818%	79,055.51	8,840.20	70,215.31	-	-	-	79,055.51	8,840.20	70,215.31
6100	6118	Producer Strategy	11.182%	88.818%	44,240.70	4,947.12	39,293.58	6,353.12	710.42	5,642.70	50,593.82	5,657.54	44,936.28
6100	6199	Combined Program Implementation	11.182%	88.818%	-	-	-	15,771.05	1,763.56	14,007.49	15,771.05	1,763.56	14,007.49
		Producer Communications			232,303.20	25,976.77	206,326.43	165,961.25	18,558.25	147,403.00	398,264.45	44,535.02	353,729.43
7100	7111	Beef Quality Assurance	11.182%	88.818%	8,594.31	961.04	7,633.27	27,075.00	3,027.60	24,047.40	35,669.31	3,988.64	31,680.67
7100	7112	AgriLife BQA Travel	0.000%	100.000%	10,000.00	-	10,000.00	-	-	-	10,000.00	-	10,000.00
7100	7113	Industry Meetings & Planning	11.182%	88.818%	849.77	95.02	754.75	4,945.86	553.06	4,392.80	5,795.63	648.08	5,147.55
7100	7131	Beef Quality & Safety Research	11.182%	88.818%	1,326.72	148.36	1,178.36	6,060.91	677.75	5,383.16	7,387.63	826.11	6,561.52
7100	7199	Combined Program Implementation	8.387%	91.613%	-	-	-	7,308.79	612.97	6,695.82	7,308.79	612.97	6,695.82
		Beef Quality & Beef Safety			20,770.80	1,204.42	19,566.38	45,390.56	4,871.38	40,519.18	66,161.36	6,075.80	60,085.56
8100	8111	USMEF Programs	11.182%	88.818%	120,403.68	13,463.87	106,939.81	5,868.38	656.22	5,212.16	126,272.06	14,120.09	112,151.97
8100	8112	International Industry Meetings	100.000%	0.000%	3,513.08	3,513.08	-	4,222.07	4,222.07	-	7,735.15	7,735.15	-
8100	8199	Combined Program Implementation	55.591%	44.409%	-	-	-	5,742.39	3,192.26	2,550.13	5,742.39	3,192.26	2,550.13
		Export Market Development			123,916.76	16,976.95	106,939.81	15,832.84	8,070.55	7,762.29	139,749.60	25,047.50	114,702.10
Grand Total					3,768,359.15	440,995.01	3,327,364.14	1,929,353.98	530,155.77	1,399,198.21	5,697,713.13	971,150.78	4,726,562.35

BPRCT ACTION ITEM: B

Amend FY24 Budget

Action Item:

Approval of an amendment to the FY24 budget.

Background:

In May 2024, the TBC Executive Committee approved budget redirections to move budgeted funds from program areas projected to be under budget by year-end to program areas projected to be over budget. The allocation of the program implementation budget is also updated at this time of year based on current projections. These budget redirections do not change budgeted total revenue or total expenses. Because TBC and BPRCT share the costs of programs contained in the plan and budget, TBC requests that BPRCT amend its budget for FY24 to accommodate the proposed program changes.

Rationale:

The BPRCT approved a budget for FY24 based on a plan presented by TBC, which conducts programs for BPRCT in accordance with the terms of the BPRCT-TBC Memorandum of Agreement. If TBC proposes changes to the plan that would impact the BPRCT budget and the sharing of program costs, BPRCT must consider whether or not it will approve an amendment to its budget. The BPRCT budget and any amendments to it must be approved by the Texas Department of Agriculture Commissioner.

Financial Impact:

None

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

FY24 Budget

	<u>Amended Budget</u>	<u>Proposed Amendment</u>	<u>Proposed Amended Budget</u>
REVENUES			
Checkoff Assessments	\$ 9,983,000	\$ -	\$ 9,983,000
Less: Refunds	<u>(598,980)</u>	<u>-</u>	<u>(598,980)</u>
Checkoff Assessments, Net	9,384,020	-	9,384,020
Investment Revenues	<u>250,000</u>	<u>-</u>	<u>250,000</u>
	<u>9,634,020</u>	<u>-</u>	<u>9,634,020</u>
EXPENSES			
Promotion	3,580,700	(180,300)	3,400,400
Research	5,800	5,800	11,600
Education	5,450,000	149,100	5,599,100
Administration	<u>780,500</u>	<u>25,400</u>	<u>805,900</u>
	<u>9,817,000</u>	<u>-</u>	<u>9,817,000</u>
EXPENSES IN EXCESS OF REVENUE	<u>(182,980)</u>	<u>-</u>	<u>(182,980)</u>

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

FY24 Budget Summary

	<u>Original Budget</u>	<u>Proposed Amendment</u>	<u>Amended Budget</u>
REVENUES			
Checkoff Assessments	\$ 9,983,000		\$ 9,983,000
Less: Refunds	<u>(598,980)</u>	-	<u>(598,980)</u>
Checkoff Assessments, Net	9,384,020	-	9,384,020
Investment Revenues	<u>250,000</u>	-	<u>250,000</u>
	<u>9,634,020</u>	-	<u>9,634,020</u>
EXPENSES			
In-state TBC Contract Expenses			
Direct Program Expenses			
Marketing			
Consumer Marketing	3,903,200	30,900	3,934,100
Nutrition & Health	1,528,300	23,600	1,551,900
Beef Resources			
Channel Marketing	529,300	(20,200)	509,100
Issues & Reputation Management	114,600	10,100	124,700
Producer Communications	428,500	-	428,500
Beef Quality & Beef Safety	90,900	-	90,900
Export Market Development	377,500	-	377,500
Collections & Compliance	<u>69,000</u>	-	<u>69,000</u>
	7,041,300	44,400	7,085,700
Program Implementation	<u>2,758,700</u>	<u>(44,400)</u>	<u>2,714,300</u>
	<u>9,800,000</u>	-	<u>9,800,000</u>
Other			
Administration	<u>17,000</u>	-	<u>17,000</u>
	<u>9,817,000</u>	-	<u>9,817,000</u>
REVENUE IN EXCESS OF EXPENSES	<u>(182,980)</u>	-	<u>(182,980)</u>

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

TDA Expense Classifications

	<u>FY24 BUDGET</u>	<u>EXPENSE CLASSIFICATIONS</u>				
	<u>Total</u>	<u>Promotion</u>	<u>Research</u>	<u>Education</u>	<u>Administration</u>	<u>Total</u>
<u>REVENUES</u>						
Checkoff Assessments	9,983,000					
Less: Remittances to the Beef Board						
Less: Refunds	(598,980)					
Checkoff Assessments, Net of Refunds	9,384,020					
Interest Revenue	250,000					
	<u>9,634,020</u>					
<u>EXPENSES</u>						
Direct Program Expenses						
Marketing						
Consumer Marketing	4,753,200	2,900,100	-	1,853,100	-	4,753,200
Nutrition & Health	1,824,400	-	-	1,824,400	-	1,824,400
	<u>6,577,600</u>					
Beef Resources						
Channel Marketing	851,300	-	-	851,300	-	851,300
Issues & Reputation Management	299,400	-	-	299,400	-	253,800
Producer Communications	722,100	111,900	-	610,200	-	722,100
Beef Quality & Beef Safety	172,300	-	11,600	160,700	-	172,300
Export Market Development	388,400	388,400	-	-	-	388,400
	<u>2,433,500</u>					
Collections & Compliance	229,900	-	-	-	229,900	229,900
Administration	559,000	-	-	-	559,000	559,000
	<u>9,800,000</u>					
Other						
Administration	17,000	-	-	-	17,000	17,000
	<u>9,817,000</u>	3,400,400	11,600	5,599,100	805,900	9,817,000
EXPENSES IN EXCESS OF REVENUE	<u>(182,980)</u>					

BPRCT ACTION ITEM: C

Accept Financial Statements

Action Item:

Review and accept the year-to-date financial statements through April 2024.

Background:

The April 2024 financial statements are presented using the modified cash basis of accounting. The financial statements present year-to-date results of operations and include a comparison to the budget.

Rationale:

Members must routinely review, understand, and approve the financial reports of BPRCT.

Financial Impact:

None

Staff Impact:

Approximately 5 hours to prepare the monthly financial statements.



To: Council Members

From: Michael Loeffler

Re: April 2024 Financial Statements

Included in this booklet are the BPRCT financial statements and related schedules prepared on the modified cash basis for April 2024. Items to note are as follows:

Statement of Activities – Comparative

- Year-to-date Checkoff revenues in FY24 are \$331,000 and \$457,000 less than year-to-date Checkoff revenues in FY23 and FY22, respectively.
- Year-to-date refunds in FY24 are \$20,100 and \$3,700 less than year-to-date refunds in FY23 and FY22, respectively.
- Consumer Marketing expenses in April 2024 are much greater than April expenses in the two prior years, however, April 2024 expenses are consistent with expenses in prior months during FY24.
- April 2024 expenses in Nutrition & Health are much lower than previous year amounts due to issuing the normal April payment for the Medical Office Outreach program in March 2024.
- FY24 year-to-date expenses in Issues & Reputation Management are much greater than in the two previous years reflecting an increased emphasis and activity in this area plus the addition of AgrLife Extension engagement activities to this area when they were previously included in Consumer Marketing.
- FY24 year-to-date Export Market Development expenses reflect reimbursements to USMEF for programs they conducted earlier in the fiscal year. The USMEF submitted reimbursement requests later during the year in the prior two fiscal years.

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
Statements of Financial Position
(Modified Cash Basis)

	<u>4/30/24</u>	<u>4/30/23</u>	<u>4/30/22</u>
ASSETS			
Current Assets			
Cash and Cash Equivalents	\$ 634,667	\$ 939,403	\$ 2,286,234
Investments	5,437,340	4,260,182	2,737,856
Receivable from Texas Beef Council	<u>629,544</u>	<u>846,507</u>	<u>872,715</u>
	<u><u>\$ 6,701,551</u></u>	<u><u>\$ 6,046,092</u></u>	<u><u>\$ 5,896,805</u></u>
 LIABILITIES & NET ASSETS			
Current Liabilities			
Payable to Texas Beef Council	\$ 659,781	\$ 592,577	\$ 620,990
Refunds Payable	-	-	-
Accounts Payable	<u>-</u>	<u>-</u>	<u>-</u>
	659,781	592,577	620,990
 Net Assets			
Unrestricted Net Assets	<u>6,041,770</u>	<u>5,453,515</u>	<u>5,275,815</u>
	<u><u>\$ 6,701,551</u></u>	<u><u>\$ 6,046,092</u></u>	<u><u>\$ 5,896,805</u></u>

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
Statements of Activities – Comparative
(Modified Cash Basis)

	One Month Period Ended			Year-to-Date Through		
	4/30/24	4/30/23	4/30/22	4/30/24	4/30/23	4/30/22
REVENUES						
Checkoff Revenues						
Texas Checkoff Revenues	\$ 629,038	\$ 846,297	\$ 872,256	\$ 5,594,583	\$ 5,925,906	\$ 6,053,593
Late Fees	506	210	460	8,053	7,502	5,979
	629,544	846,507	872,716	5,602,636	5,933,408	6,059,572
Less: Refunds	(45,834)	(61,380)	(34,806)	(276,981)	(297,071)	(280,632)
	583,710	785,127	837,910	5,325,655	5,636,337	5,778,940
Interest	25,373	17,667	1,157	171,033	98,322	2,718
	609,083	802,794	839,067	5,496,688	5,734,659	5,781,658
EXPENSES						
In-State Programs						
Marketing						
Consumer Marketing	341,778	211,821	260,487	2,429,185	2,370,316	2,232,944
Nutrition & Health	71,109	139,676	114,050	938,852	887,622	739,607
	412,887	351,497	374,537	3,368,037	3,257,938	2,972,551
Beef Resources						
Channel Marketing	75,527	75,844	70,341	316,586	478,579	376,326
Issues & Reputation Mgmt	16,785	8,216	9,664	120,796	48,294	41,357
Producer Communications	45,376	63,479	87,242	353,729	450,391	463,467
Beef Quality & Beef Safety	4,387	13,102	18,798	60,087	101,127	128,696
Export Market Development	49,689	30,201	1,304	114,702	36,902	3,387
	191,764	190,842	187,349	965,900	1,115,293	1,013,233
Collections & Compliance	14,740	14,537	21,023	104,349	119,571	83,454
Administration	40,817	36,095	38,370	305,105	248,431	235,953
	660,208	592,971	621,279	4,743,391	4,741,233	4,305,191
TOTAL INCREASE IN NET ASSETS	\$ (51,125)	\$ 209,823	\$ 217,788	\$ 753,297	\$ 993,426	\$ 1,476,467

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
Statement of Activities – Actual vs Budget
(Modified Cash Basis)

	Year-to-Date Through 4/30/24	Annual Budget
REVENUES		
Checkoff Revenues		
Texas Checkoff Revenues	\$ 5,594,583	\$ 9,983,000
Late Fees	8,053	-
	<u>5,602,636</u>	<u>9,983,000</u>
Less: Refunds	(276,981)	(598,980)
	<u>5,325,655</u>	<u>9,384,020</u>
Interest	<u>171,033</u>	<u>250,000</u>
	5,496,688	9,634,020
EXPENSES		
In-State Programs		
Marketing		
Consumer Marketing	2,429,185	4,759,300
Nutrition & Health	938,852	1,827,600
	<u>3,368,037</u>	<u>6,586,900</u>
Beef Resources		
Channel Marketing	316,586	860,700
Issues & Reputation Management	120,796	209,900
Producer Communications	353,729	756,400
Beef Quality & Beef Safety	60,087	232,800
Export Market Development	114,702	389,800
	<u>965,900</u>	<u>2,449,600</u>
Collections & Compliance	104,349	238,700
Administration	<u>305,105</u>	<u>541,800</u>
	<u>4,743,391</u>	<u>9,817,000</u>
TOTAL INCREASE IN NET ASSETS	<u><u>\$ 753,297</u></u>	<u><u>\$ (182,980)</u></u>

BPRCT ACTION ITEM: D

Approve Nominating Committee

Action Item:

Approve the nominating committee.

The Chairman nominates the following members for election to the Nominating Committee:

Pat McDowell, Chairman
Leslie Kinsel
Richard Winter

Background:

The BPRCT Bylaws, Article VII, Committees, Section 3. Nominating Committee. *"The Council shall elect a Nominating Committee from nominations by the Chairman. The Nominating Committee shall recommend candidate(s) for Chairman, Vice Chairman/Secretary-Treasurer, and the Executive Committee. The Nominating Committee shall present its recommendations to the entire Council, by mail or other means of transmittal, at least 10 days before the meeting at which the nominated officers and/or Executive Committee members will be considered for election by the Council. The Nominating Committee shall be composed of three directors, which shall include the immediate Past Chairman of the Council unless the immediate Past Chairman is unable or unwilling to serve; provided that no two directors be from the same qualified organization represented on the Texas Beef Council."*

Rationale:

The BPRCT Bylaws, Article VI, Officers and Administration, Section 1. Qualification and Election read *Officers of the Council shall be nominated by the nominating committee and elected by the Council. Officers shall assume office at the end of the meeting at which they are elected.* The Nominating Committee shall offer a slate of officers at the last meeting of the fiscal year, typically in August; therefore, it is expedient that the committee be election at the June meeting.

Financial Impact:

None

Staff Impact:

None

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

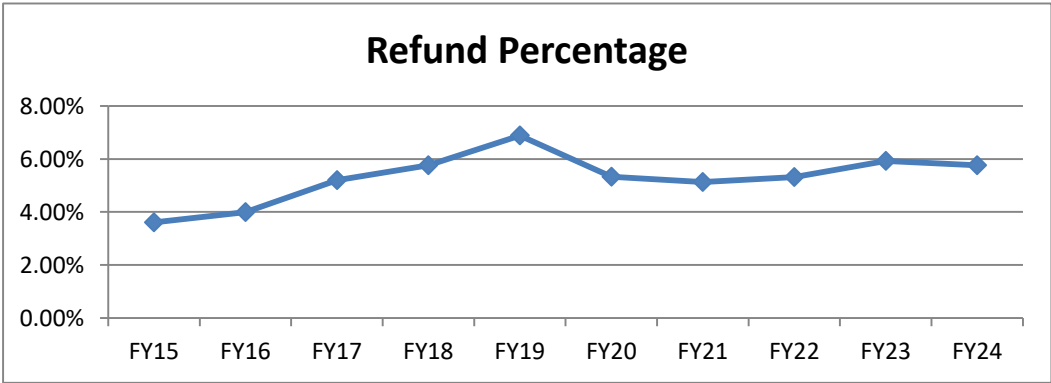
Collections Report
April 30, 2024

	Actual		Budget	Budget Variance	Actual as a % of Budget
Texas Checkoff Collections, Net of Exemptions					
October	\$ 950,978		\$ 879,842	\$ 71,136	108.09%
November	878,616		896,520	(17,904)	98.00%
December	903,258		947,573	(44,315)	95.32%
January	677,659		703,724	(26,065)	96.30%
February	723,977		777,042	(53,065)	93.17%
March	838,604		702,421	136,183	119.39%
April	629,544		755,149	(125,605)	83.37%
	5,602,636	100.0%	5,662,271	(59,635)	98.95%
Refunds Processed					
Refund requests received in October	51,684				
Refund requests received in November	47,342				
Refund requests received in December	41,963				
Refund requests received in January	43,208				
Refund requests received in February	46,943				
Refund requests received in March	45,834				
Refund requests received in April	45,743				
	322,717	5.8%			
Collections, Net of Refunds	5,279,919	94.2%			

Note: In the schedule above, the amount of refund requests received in a particular month is not comparable to the amount of Checkoff collected in that same month because of the 60-day period to request a refund. As a result, the percentage of refunds shown above is not a true indicator of refunds as a percent of collections.

Refunds by Sector

Cow Calf	13,647	4.2%
Stocker	14,797	4.6%
Dairies	10,840	3.4%
Feedyards	253,541	78.6%
Out of State	29,892	9.3%
	322,717	100.0%



BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Quarterly Report of Public Funds Investments

For the Quarter Ended March 31, 2024

CERTIFICATES OF DEPOSIT

Issuing Institution	CUSIP	Interest Rate/Yield	Maturity Date	Days to Maturity	Fair Value				Cost Basis			Interest Receivable			
					Beginning Balance	Purchases (Maturities)	Change in Fair Value	Ending Balance	Beginning Balance	Purchases (Maturities)	Ending Balance	Beginning Balance	Interest Earned	Interest Received	Ending Balance
Pacific Western Bank	69506YXT1	5.450%	22-Mar-24	-9	\$ 242,955	\$ (243,000)	\$ 45	\$ -	\$ 243,000	\$ (243,000)	\$ -	\$ 10,232	\$ 2,975	\$ (13,207)	\$ -
Manuf & Traders Trust Co	564759SK5	5.000%	26-Apr-24	26	237,661	-	241	237,902	238,000	-	238,000	8,053	2,967	-	11,020
Western Alliance Bank	95763PMN8	5.200%	17-May-24	47	236,829	-	63	236,892	237,000	-	237,000	7,631	3,073	-	10,704
					<u>717,445</u>	<u>(243,000)</u>	<u>349</u>	<u>474,794</u>	<u>718,000</u>	<u>(243,000)</u>	<u>475,000</u>	<u>25,916</u>	<u>9,015</u>	<u>(13,207)</u>	<u>21,724</u>

DEBT SECURITIES

Issuing Institution	CUSIP	Interest Rate/Yield	Maturity Date	Days to Maturity	Fair Value				Face Value			Discount			
					Beginning Balance	Purchases (Maturities)	Change in Fair Value	Ending Balance	Beginning Balance	Purchases (Maturities)	Ending Balance	Beginning Balance	Purchases	Accretion	Ending Balance
U.S. Treasury Bills	912796ZY8	4.505%	25-Jan-24	-66	398,653	(400,000)	1,347	-	400,000	(400,000)	-	(1,195)	-	1,195	-
U.S. Treasury Bills	912796Z28	4.800%	22-Feb-24	-38	297,603	(300,000)	2,397	-	300,000	(300,000)	-	(2,019)	-	2,019	-
U.S. Treasury Bills	912797FS1	5.253%	13-Jun-24	74	292,964	-	3,863	296,827	300,000	-	300,000	(6,848)	-	3,777	(3,071)
U.S. Treasury Bills	912797GB7	5.202%	11-Jul-24	102	292,459	-	3,211	295,670	300,000	-	300,000	(7,921)	-	3,735	(4,186)
U.S. Treasury Bills	912797GD3	5.250%	18-Jan-24	-73	299,126	(300,000)	874	-	300,000	(300,000)	-	(755)	-	755	-
U.S. Treasury Bills	912797GK7	5.153%	8-Aug-24	130	291,138	-	3,354	294,492	300,000	-	300,000	(8,988)	-	3,701	(5,287)
U.S. Treasury Bills	912797GL5	5.301%	5-Sep-24	158	290,253	-	3,050	293,303	300,000	-	300,000	(10,406)	-	3,803	(6,603)
U.S. Treasury Bills	912797GP6	5.351%	29-Feb-24	-31	297,301	(300,000)	2,699	-	300,000	(300,000)	-	(2,523)	-	2,523	-
U.S. Treasury Bills	912797GW1	5.321%	3-Oct-24	186	289,118	-	3,129	292,247	300,000	-	300,000	(11,618)	-	3,817	(7,801)
U.S. Treasury Bills	912796CX5	5.351%	18-Apr-24	18	295,193	-	4,061	299,254	300,000	-	300,000	(4,629)	-	3,865	(764)
U.S. Treasury Bills	912797HE0	5.250%	31-Oct-24	214	384,185	-	4,106	388,291	400,000	-	400,000	(16,853)	-	5,028	(11,825)
U.S. Treasury Bills	912797FH5	5.251%	16-May-24	46	294,248	-	3,791	298,039	300,000	-	300,000	(5,757)	-	3,824	(1,933)
U.S. Treasury Bills	912797HP5	4.800%	30-Nov-24	244	287,399	-	2,753	290,152	300,000	-	300,000	(12,710)	-	3,453	(9,257)
U.S. Treasury Bills	912797JW8	5.104%	14-May-24	44	-	295,184	2,931	298,115	-	300,000	300,000	-	(4,817)	2,779	(2,038)
U.S. Treasury Bills	912797GB7	5.002%	11-Jul-24	102	-	293,502	2,168	295,670	-	300,000	300,000	-	(6,497)	2,406	(4,091)
U.S. Treasury Bills	912797JR9	4.501%	23-Jan-25	298	-	382,955	1,253	384,208	-	400,000	400,000	-	(17,045)	2,857	(14,188)
U.S. Treasury Bills	912797KC0	5.181%	22-Aug-24	144	-	292,465	1,420	293,885	-	300,000	300,000	-	(7,535)	1,573	(5,962)
U.S. Treasury Bills	912797KA4	4.901%	20-Feb-25	326	-	286,157	832	286,989	-	300,000	300,000	-	(13,843)	1,202	(12,641)
U.S. Treasury Bills	912797KK2	5.200%	12-Sep-24	165	-	292,621	407	293,028	-	300,000	300,000	-	(7,379)	500	(6,879)
U.S. Treasury Bills	912797KJ5	4.900%	20-Mar-25	354	-	285,897	61	285,958	-	300,000	300,000	-	(14,102)	349	(13,753)
					<u>4,009,640</u>	<u>828,781</u>	<u>47,707</u>	<u>4,886,128</u>	<u>4,100,000</u>	<u>900,000</u>	<u>5,000,000</u>	<u>(92,222)</u>	<u>(71,218)</u>	<u>53,161</u>	<u>(110,279)</u>

TOTAL INVESTMENT	4,727,085	585,781	48,056	5,360,922	4,818,000	657,000	5,475,000	(66,306)	(62,203)	39,954	(88,555)
-------------------------	------------------	----------------	---------------	------------------	------------------	----------------	------------------	-----------------	-----------------	---------------	-----------------

As of 3/31/2024

Average CD Portfolio Yield	5.100%
Average Debt Security Portfolio Yield	5.093%
1 year U.S. Treasury Yield	5.030%

MONEY MARKET FUNDS

Fund	Symbol	Fair Value			
		Beginning Balance	Purchases (Redemptions)	Change in Fair Value	Ending Balance
Invesco - Treasury Portfolio	TPFXX	154,131	583,000	10,549	747,680
Goldman Sachs - Government Fund	GCGXX	386,606	(279,954)	3,001	109,653
		<u>540,737</u>	<u>303,046</u>	<u>13,550</u>	<u>857,334</u>

