

Beef Promotion and Research Council of Texas

COUNCIL MEETING

FEBRUARY 2025



Improve Texas producer profitability
by strengthening and expanding demand.

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

**Virtual
Thursday, February 13, 2025
9:00 AM**

AGENDA

- 1. Call to Order and Establish Quorum**
- 2. Approval of Minutes**
- 3. Public Comment**
- 4. Discussion and Possible Action Items**
 - A. Approve Reimbursements to Texas Beef Council
 - B. Audited Financial Statements – FY24
 - C. Financial Statements – FY25
 - D. Budget Amendment – FY24
 - E. Approve FY25 Audit & Budget Committee Member
- 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**
 - A. June 5, 2025
- 8. Adjourn**

MINUTES

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Council Meeting

Meeting Report

Chairman's Name: Pat Shields

Meeting Time/Date: 11:07 AM, Wednesday, November 21, 2024

Meeting Place: Texas Beef Council, Austin, Texas

Roll Call

Directors:

Amy Kirkland, Brandi Richards, Brandon Cutrer, Brian Malaer, Dane Elliott, George Harrison, Gilly Riojas, John Connaway, John Van de Pol, Kara Dudley, Kerry Wiggins, Klazina de Boer, Leslie Callahan, Marsha Shoemaker, Pat Shields, Richard Winter, Sarah McKenzie, Shannon Treichel

Guests:

Patrick Dudley, Amber Cysco, Andrew Warner, Lana Erickson, Drew Cassens, Case Corley, Darren Turley

Staff:

Adriana Mora, Amy Foster, Brooke Kaiser, Cheyenne Pierce, Ineka Dykezeul, Jason Bagley, Jennifer Matison, Jerry McPherson, Jordan Manning, Kathleen Pickett, Kaleb McLaurin, Kaylee Greiner, Layla Mays, Lidia Del Real, Michael Loeffler, Molly McAdams, Nancy Allender, Rachel Chou, Robert Hale, Victoria Heller

Swearing in of New Council Members

New Council members were sworn in by Patrick Dudley from the Texas Department of Agriculture.

Decisions Made

Chairman called the meeting to order and established a quorum.

Approved the minutes of the August 21, 2024, Council meeting

Motion by Kara Dudley Second by Amy Kirkland Motion Passed

Approved Action Item A – Approve Reimbursements to Texas Beef Council

Motion by Brandi Richards Second by Kerry Wiggins Motion Passed

Approved Action Item B – Accept Financial Statements

Motion by Brandi Richards Second by Shannon Treichel Motion Passed

Approved Action Item C – Approve Budget Amendments FY24

Motion by Dane Elliott Second by Brian Malaer Motion Passed

Approved Action Item D – Accept FY24 Program Evaluations

Motion by Brandi Richards Second by Sarah McKenzie Motion Passed

Other Reports and Updates

Collection / Refund Report

Pat Shields called on Michael Loeffler to review the collections report contained in the Council book. Loeffler noted that cash basis Checkoff collections through September 2024 are 2.8% lower than the budget for the year, and refunds are 5.8% of collections.

Quarterly Update on Investments

Pat Shields requested Council members to note the quarterly investment report in the Council book.

Future Meeting Dates

The Council meeting dates for FY25 will be on:

February 13, 2025 (Virtual)

June 5, 2025 (Austin)

August 21, 2025 (Austin)

Future Agenda:

None

Adjourn

Approved Motion to Adjourn 11:25 AM

Motion by Richard Winter Second by Shannon Treichel

Motion Passed

Report Submitted by:

Pat Shields

Date Submitted: February 14, 2025

Distribution: Council Members

BPRCT ACTION ITEM: A

Approve Reimbursements to Texas Beef Council

Action Item:

Formally approve actions taken by the Treasurer to reimburse expenses incurred by Texas Beef Council (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 2025 Marketing Plan and Budget. The TBC presents monthly invoices to the Treasurer reflecting BPRCT's share of the cost of providing 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 the 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:

FY25 - \$1,429,613.96 in reimbursements were invoiced for October through December 2024.

TBC INVOICE SUMMARY

Summary of Charges Through December 2024

	Staff Time (Hours)	Implementation		
		Cost Allocation	Direct Cost	TOTAL
Consumer Marketing	2,032.2	\$ 174,439.02	\$ 493,087.26	\$ 667,526.28
Nutrition & Health	540.5	46,340.92	268,274.92	314,615.84
Channel Marketing	869.6	68,617.25	36,604.87	105,222.12
Issues & Reputation Management	355.8	33,531.59	7,851.98	41,383.57
Producer Communications	895.2	75,296.16	83,778.35	159,074.51
Beef Quality & Beef Safety	115.5	15,315.59	(11,352.20)	3,963.39
Export Market Development	36.7	4,770.45	-	4,770.45
Collections & Compliance	346.6	25,547.28	6,424.26	31,971.54
Administration & Accounting	868.7	101,086.26	-	101,086.26
	6,060.8	544,944.52	884,669.44	1,429,613.96

Year to Date Invoice Summary

	Amount Invoiced				FY25		Budget	
	October	November	December	Prior Months	Total	Budget	Remaining	
Consumer Marketing	\$ 150,330.36	\$ 236,789.74	\$ 280,406.18	\$ -	\$ 667,526.28	\$ 4,603,900.00	\$ 3,936,373.72	
Nutrition & Health	103,456.28	120,404.94	90,754.62	-	314,615.84	1,851,500.00	1,536,884.16	
Channel Marketing	24,019.01	34,478.38	46,724.73	-	105,222.12	738,300.00	633,077.88	
Issues & Reputation Management	17,283.50	10,815.31	13,284.76	-	41,383.57	278,600.00	237,216.43	
Producer Communications	27,626.68	67,444.82	64,003.01	-	159,074.51	775,000.00	615,925.49	
Beef Quality & Beef Safety	5,578.62	(20,607.89)	18,992.66	-	3,963.39	167,600.00	163,636.61	
Export Market Development	1,950.01	1,355.39	1,465.05	-	4,770.45	383,300.00	378,529.55	
Collections & Compliance	8,245.13	11,144.55	12,581.86	-	31,971.54	207,600.00	175,628.46	
Administration & Accounting	26,327.72	37,995.75	36,762.79	-	101,086.26	500,200.00	399,113.74	
	364,817.31	499,820.99	564,975.66	-	1,429,613.96	9,506,000.00	8,076,386.04	

Total - October 2024 through December 2024

1,429,613.96

TBC/BPRCT EXPENSE ALLOCATIONS

YEAR-TO-DATE THROUGH DECEMBER 31, 2024

Dept	Tactic	Tactic Description	Allocation Percentage		Direct Program Expenses			Program Implementation			Total	
			TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT	Total	TBC
2100	2197	TBC Administration	100.000%	0.000%	-	-	-	4,745.02	4,745.02	-	4,745.02	4,745.02
2100	2198	BPRCT Administration	0.000%	100.000%	-	-	-	2,055.75	-	2,055.75	2,055.75	-
2100	2199	Combined Administration	50.000%	50.000%	-	-	-	101,858.29	50,929.14	50,929.15	101,858.29	50,929.14
2200	2297	Administration	100.000%	0.000%	-	-	-	108,659.06	55,674.16	52,984.90	108,659.06	55,674.16
2200	2297	TBC Accounting	100.000%	0.000%	-	-	-	766.51	766.51	-	766.51	766.51
2200	2298	BPRCT Accounting	0.000%	100.000%	-	-	-	760.13	-	760.13	760.13	-
2200	2299	Combined Accounting	50.000%	50.000%	-	-	-	94,682.45	47,341.22	47,341.23	94,682.45	47,341.22
2300	2311	Accounting	50.000%	50.000%	-	-	-	96,209.09	48,107.73	48,101.36	96,209.09	48,107.73
2300	2312	Collection Activities	50.000%	50.000%	8,635.86	4,317.93	4,317.93	9,087.32	4,543.66	4,543.66	17,723.18	8,861.59
2300	2312	Compliance Activities	50.000%	50.000%	-	-	-	2,114.01	1,057.00	1,057.01	2,114.01	1,057.00
2300	2313	Field Staff Activities	50.000%	50.000%	3,618.11	1,809.06	1,809.05	23,653.87	11,826.93	11,826.94	27,271.98	13,635.99
2300	2314	Texas Checkoff Refunds	0.000%	100.000%	297.28	-	297.28	3,257.26	-	3,257.26	3,554.54	-
2300	2397	TBC Program Implementation	100.000%	0.000%	-	-	-	-	-	-	-	-
2300	2398	BPRCT Program Implementation	0.000%	100.000%	-	-	-	-	-	-	-	-
2300	2399	Combined Program Implementation	37.500%	62.500%	-	-	-	7,779.85	2,917.44	4,862.41	7,779.85	2,917.44
3100	3111	Collections & Compliance	14.070%	85.930%	12,551.25	6,126.99	6,424.26	45,892.31	20,345.03	25,547.28	58,443.56	26,472.02
3100	3112	Retail Engagement	14.070%	85.930%	23,083.83	3,247.96	19,835.87	26,598.17	3,742.43	22,855.74	49,682.00	6,990.39
3100	3199	Industry Meetings & Planning	14.070%	85.930%	2,243.00	315.60	1,927.40	1,001.16	140.87	860.29	3,244.16	456.47
3100	3199	Combined Program Implementation	14.070%	85.930%	-	-	-	7,339.58	1,032.70	6,306.88	7,339.58	1,032.70
3200	3211	Retail	25,326.83	3,563.56	21,763.27	-	-	34,938.91	4,916.00	30,022.91	60,265.74	8,479.56
3200	3211	Foodservice Education	14.070%	85.930%	17,271.79	2,430.19	14,841.60	41,392.54	5,824.04	35,568.50	58,664.33	8,254.23
3200	3299	Combined Program Implementation	14.070%	85.930%	-	-	-	3,521.30	495.46	3,025.84	3,521.30	495.46
4100	4111	Foodservice	17,271.79	2,430.19	14,841.60	-	-	44,913.84	6,319.50	38,594.34	62,185.63	8,749.69
4100	4111	Beef Loving Texans Store	100.000%	0.000%	21.88	21.88	-	6,387.99	6,387.99	-	6,409.87	6,409.87
4100	4112	BLT Branding & Promotions	14.070%	85.930%	140,943.63	19,831.15	121,112.48	37,907.12	5,333.63	32,573.49	178,850.75	25,164.78
4100	4113	BLT Paid Advertising	14.070%	85.930%	196,604.15	27,662.74	168,941.41	-	-	-	196,604.15	27,662.74
4100	4116	Industry Meetings & Planning	14.070%	85.930%	4,757.93	669.45	4,088.48	9,786.49	1,376.99	8,409.50	14,544.42	2,046.44
4100	4121	BLT Earned Media	14.070%	85.930%	23,719.06	3,337.34	20,381.72	403.19	56.73	346.46	24,122.25	3,394.07
4100	4126	BLT Content	14.070%	85.930%	2,498.16	351.50	2,146.66	23,370.56	3,288.30	20,082.26	25,868.72	3,639.80
4100	4131	BLT Brand Activation	14.070%	85.930%	168,101.43	23,652.33	144,449.10	43,776.56	6,159.48	37,617.08	211,877.99	29,811.81
4100	4132	Brand Partnerships	10,977.66	1,544.59	9,433.07	-	-	-	-	-	10,977.66	1,544.59
4100	4133	Information Dissemination	26,224.15	3,689.81	22,534.34	-	-	5,909.82	831.53	5,078.29	32,133.97	4,521.34
4100	4199	Combined Program Implementation	14.070%	85.930%	-	-	-	81,848.20	11,516.26	70,331.94	81,848.20	11,516.26
4200	4216	Consumer Marketing	573,848.05	80,760.79	493,087.26	-	-	209,389.93	34,950.91	174,439.02	783,237.98	115,711.70
4200	4216	Industry Meetings & Planning	849.22	119.49	729.73	-	-	-	-	-	849.22	119.49
4200	4222	Health Professional Outreach	19,386.12	2,727.68	16,658.44	-	-	4,444.06	625.29	3,818.77	23,830.18	3,352.97
4200	4224	Medical Office Outreach	271,234.77	38,163.47	233,071.30	-	-	3,282.41	461.84	2,820.57	274,517.18	38,625.31
4200	4225	Nutrition Content	648.42	91.23	557.19	-	-	3,262.94	459.10	2,803.84	3,911.36	550.33
4200	4234	Consumer Nutrition Education	20,084.15	2,825.89	17,258.26	-	-	11,232.87	1,580.50	9,652.37	31,317.02	4,406.39
4200	4299	Combined Program Implementation	-	-	-	-	-	31,706.57	4,461.20	27,245.37	31,706.57	4,461.20
5100	5111	Nutrition & Health	312,202.68	43,927.76	268,274.92	-	-	53,928.85	7,587.93	46,340.92	366,131.53	51,515.69
5100	5112	Crisis Communications	-	-	-	-	-	-	-	-	-	-
5100	5112	Industry Advocacy	789.82	111.13	678.69	-	-	12,212.78	1,718.37	10,494.41	13,002.60	1,829.50
5100	5113	Issues & Reputation Management	1,500.00	211.05	1,288.95	-	-	673.84	94.81	579.03	2,173.84	305.86
5100	5115	Production Content	6,783.84	954.50	5,829.34	-	-	2,834.36	398.80	2,435.56	9,618.20	1,353.30
5100	5116	AgriLife Extension Engagement	64.00	9.00	55.00	-	-	1,108.31	155.94	952.37	1,172.31	164.94

TBC/BPRCT EXPENSE ALLOCATIONS

YEAR-TO-DATE THROUGH DECEMBER 31, 2024

Dept	Tactic	Tactic Description	Allocation Percentage		Direct Program Expenses			Program Implementation			Total	
			TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT	Total	TBC
5100	5199	Combined Program Implementation	14.070%	85.930%	-	-	-	22,192.81	3,122.59	19,070.22	22,192.81	3,122.59
		Issues & Reputation Management			9,137.66	1,285.68	7,851.98	39,022.10	5,490.51	33,531.59	48,159.76	6,776.19
6100	6111	Producer Direct Communications	14.070%	85.930%	11,300.38	1,589.99	9,710.39	54,055.84	7,605.80	46,450.04	65,356.22	9,195.79
6100	6112	Producer Assets	14.070%	85.930%	2,887.98	406.35	2,481.63	5,668.49	797.57	4,870.92	8,556.47	1,203.92
6100	6113	Producer Influencer Communications	14.070%	85.930%	6,955.88	978.71	5,977.17	1,127.06	158.58	968.48	8,082.94	1,137.29
6100	6115	Industry Meetings & Planning	14.070%	85.930%	659.71	92.82	566.89	6,621.37	931.64	5,689.73	7,281.08	1,024.46
6100	6116	Producer Earned Media	14.070%	85.930%	1,738.81	244.66	1,494.15	555.43	78.15	477.28	2,294.24	322.81
6100	6117	Producer Paid Media	14.070%	85.930%	50,057.72	7,043.26	43,014.46	-	-	-	50,057.72	7,043.26
6100	6118	Producer Strategy	14.070%	85.930%	23,895.87	3,362.21	20,533.66	3,801.19	534.84	3,266.35	27,697.06	3,897.05
6100	6199	Combined Program Implementation	14.070%	85.930%	-	-	-	15,795.88	2,222.52	13,573.36	15,795.88	2,222.52
		Producer Communications			97,496.35	13,718.00	83,778.35	87,625.26	12,329.10	75,296.16	185,121.61	26,047.10
7100	7111	Beef Quality Assurance	14.070%	85.930%	(24,471.77)	(3,443.24)	(21,028.53)	8,904.67	1,252.91	7,651.76	(15,567.10)	(2,190.33)
7100	7112	AgriLife BQA Travel	0.000%	100.000%	9,676.33	-	9,676.33	-	-	-	9,676.33	-
7100	7113	Industry Meetings & Planning	14.070%	85.930%	-	-	-	-	-	-	-	-
7100	7131	Beef Quality & Safety Research	14.070%	85.930%	-	-	-	5,350.24	752.79	4,597.45	5,350.24	752.79
7100	7199	Combined Program Implementation	10.553%	89.447%	-	-	-	3,428.14	361.76	3,066.38	3,428.14	361.76
		Beef Quality & Beef Safety			(14,795.44)	(3,443.24)	(11,352.20)	17,683.05	2,367.46	15,315.59	2,887.61	(1,075.78)
8100	8111	USMEF Programs	14.070%	85.930%	-	-	-	4,016.16	565.08	3,451.08	4,016.16	565.08
8100	8112	International Industry Meetings	100.000%	0.000%	3,421.17	3,421.17	-	6,927.15	6,927.15	-	10,348.32	10,348.32
8100	8199	Combined Program Implementation	57.035%	42.965%	-	-	-	3,070.80	1,751.43	1,319.37	3,070.80	1,751.43
		Export Market Development			3,421.17	3,421.17	-	14,014.11	9,243.66	4,770.45	17,435.28	12,664.83
Grand Total					1,036,460.34	151,790.90	884,669.44	752,276.51	207,331.99	544,944.52	1,788,736.85	359,122.89
											1,429,613.96	

BPRCT ACTION ITEM: B

Audited Financial Statements

Action Item:

Accept the audited financial statements for the year ended September 30, 2024, as presented by the Audit & Budget Committee.

Background:

The September 30, 2024, audited financial statements are presented in accordance with generally accepted accounting principles.

Rationale:

Annual audited financial statements are required by the BPRCT Bylaws and Title 3, Chapter 41, Subchapter H of the Texas Agriculture Code.

Financial Impact:

\$13,000 - \$15,000

Staff Impact:

Approximately 35 hours to prepare the audited financial statements and provide supporting documentation to the auditors.

BPRCT ACTION ITEM: C

Financial Statements

Action Item:

Accept the financial statements for December 2024 as presented by the Audit & Budget Committee.

Background:

The December 2024 financial statements are presented using the modified cash basis.

Rationale:

Directors 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: December 2024 Financial Statements

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

Statements of Financial Position

You will note the larger than normal balances in the receivable from TBC and payable to TBC at December 31, 2024. Because we were not able to complete the October and November financial statements until January, we were also unable to determine the amounts owed to and from each entity. Once we were able to produce the necessary information, we prepared reports and settled all receivables and payables during January 2025.

Statement of Activities – Comparative

- Year-to-date Checkoff revenues in FY25 are \$181,000 and \$203,000 less than year-to-date revenues in FY24 and FY23, respectively.
- Year-to-date refunds in FY25 are \$24,700 and \$23,700 less than year-to-date refunds in FY24 and FY23, respectively.
- FY25 year-to-date expenses are reasonably close to FY24 and FY23 amounts, except in Consumer Marketing where FY24 expenses are much lower than prior year amounts because we conducted special programs in Consumer Marketing in those prior years. Beef Quality & Beef Safety expenses in FY24 are lower than prior year amounts due to the receipt of proceeds from the sale of meat following Beef 706 programs. The cost of cattle and feed for these programs was expensed in the prior year.

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

	<u>12/31/24</u>	<u>12/31/23</u>	<u>12/31/22</u>
ASSETS			
Current Assets			
Cash and Cash Equivalents	\$ 1,186,300	\$ 542,020	\$ 990,733
Investments	5,163,118	4,751,696	4,086,242
Receivable from Texas Beef Council	<u>2,551,571</u>	<u>2,732,853</u>	<u>942,360</u>
	<u><u>\$ 8,900,989</u></u>	<u><u>\$ 8,026,569</u></u>	<u><u>\$ 6,019,335</u></u>
 LIABILITIES & NET ASSETS			
Current Liabilities			
Payable to Texas Beef Council	\$ 2,257,330	\$ 1,768,010	\$ 675,537
Refunds Payable	-	-	-
Accounts Payable	<u>-</u>	<u>-</u>	<u>-</u>
	2,257,330	1,768,010	675,537
 Net Assets			
Unrestricted Net Assets	<u>6,643,659</u>	<u>6,258,559</u>	<u>5,343,798</u>
	<u><u>\$ 8,900,989</u></u>	<u><u>\$ 8,026,569</u></u>	<u><u>\$ 6,019,335</u></u>

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Statements of Activities – Comparative (Modified Cash Basis)

	One Month Period Ended			Year-to-Date Through		
	12/31/24	12/31/23	12/31/22	12/31/24	12/31/23	12/31/22
REVENUES						
Checkoff Revenues						
Texas Checkoff Revenues	\$ 809,296	\$ 898,261	\$ 942,275	\$ 2,550,266	\$ 2,726,726	\$ 2,752,532
Late Fees	225	4,997	85	1,305	6,127	2,105
	809,521	903,258	942,360	2,551,571	2,732,853	2,754,637
Less: Refunds	(39,709)	(47,342)	(43,324)	(74,356)	(99,032)	(98,074)
	769,812	855,916	899,036	2,477,215	2,633,821	2,656,563
Interest	24,220	22,862	11,603	73,869	69,935	32,835
	794,032	878,778	910,639	2,551,084	2,703,756	2,689,398
EXPENSES						
In-State Programs						
Marketing						
Consumer Marketing	280,406	596,691	540,028	667,526	874,261	937,656
Nutrition & Health	90,754	131,246	129,167	314,616	375,929	395,278
	371,160	727,937	669,195	982,142	1,250,190	1,332,934
Beef Resources						
Channel Marketing	46,725	28,577	38,085	105,222	100,231	110,266
Issues & Reputation Mgmt	13,285	11,628	5,257	41,384	47,351	14,814
Producer Communications	64,003	92,217	67,696	159,075	155,576	168,275
Beef Quality & Beef Safety	18,993	16,122	20,996	3,963	30,890	48,777
Export Market Development	1,465	973	968	4,770	2,824	2,458
	144,471	149,517	133,002	314,414	336,872	344,590
Collections & Compliance	12,582	17,794	19,653	31,972	37,651	38,107
Administration	37,083	36,326	32,669	102,047	108,956	90,058
	565,296	931,574	854,519	1,430,575	1,733,669	1,805,689
TOTAL INCREASE IN NET ASSETS	\$ 228,736	\$ (52,796)	\$ 56,120	\$ 1,120,509	\$ 970,087	\$ 883,709

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

	Year-to-Date Through 12/31/24	Annual Budget
REVENUES		
Checkoff Revenues		
Texas Checkoff Revenues	\$ 2,550,266	\$ 9,205,000
Late Fees	1,305	-
	<u>2,551,571</u>	<u>9,205,000</u>
Less: Refunds	(74,356)	(552,300)
	<u>2,477,215</u>	<u>8,652,700</u>
Interest	<u>73,869</u>	<u>250,000</u>
	2,551,084	8,902,700
 EXPENSES		
In-State Programs		
Marketing		
Consumer Marketing	667,526	4,603,900
Nutrition & Health	314,616	1,851,500
	<u>982,142</u>	<u>6,455,400</u>
Beef Resources		
Channel Marketing	105,222	738,300
Issues & Reputation Management	41,384	278,600
Producer Communications	159,075	775,000
Beef Quality & Beef Safety	3,963	167,600
Export Market Development	4,770	383,300
	<u>314,414</u>	<u>2,342,800</u>
Collections & Compliance	31,972	207,600
Administration	102,047	519,200
	<u>1,430,575</u>	<u>9,525,000</u>
 TOTAL INCREASE IN NET ASSETS	 <u><u>\$ 1,120,509</u></u>	 <u><u>\$ (622,300)</u></u>

BPRCT ACTION ITEM: D

Budget Amendment - FY24

Action Item:

Approval of a budget amendment for the 2024 fiscal year.

Background:

Texas Department of Agriculture (TDA) representatives have requested that the budget be revised at the end of each fiscal year so that budgeted revenues and expenses approximate actual revenues and expenses for the year to permit a more cohesive flow of information from one year's budget approval document to the next year's budget approval document.

Rationale:

Each budget approval document submitted to TDA begins with estimated resources available at the beginning of the fiscal year and ends with estimated resources available at the end of the fiscal year. Amending the budget to match actual revenues and expenses at year-end permits end-of-year balances for one year to match beginning-of-year balances for the following year.

Financial Impact:

FY24 – Decrease in net budgeted revenues of \$282,020, decrease in total budgeted expenses of \$610,000.

Staff 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	\$ (404,200)	\$ 9,578,800
Less: Refunds	<u>(598,980)</u>	<u>54,780</u>	<u>(544,200)</u>
Checkoff Assessments, Net	9,384,020	(349,420)	9,034,600
Investment Revenues	<u>250,000</u>	<u>67,400</u>	<u>317,400</u>
	<u>9,634,020</u>	<u>(282,020)</u>	<u>9,352,000</u>
EXPENSES			
Promotion	3,409,800	(91,000)	3,318,800
Research	29,300	(2,000)	27,300
Education	5,608,700	(448,400)	5,160,300
Administration	<u>769,200</u>	<u>(68,600)</u>	<u>700,600</u>
	<u>9,817,000</u>	<u>(610,000)</u>	<u>9,207,000</u>
EXPENSES IN EXCESS OF REVENUE	<u><u>(182,980)</u></u>	<u><u>327,980</u></u>	<u><u>145,000</u></u>

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

FY24 Budget Summary

	<u>Original Budget</u>	<u>6/5/2024 Amendment</u>	<u>11/21/2024 Amendment</u>	<u>Proposed Amendment</u>	<u>Amended Budget</u>
REVENUES					
Checkoff Assessments	\$ 9,983,000	\$ -	\$ -	\$ (404,200)	\$ 9,578,800
Less: Refunds	<u>(598,980)</u>	<u>-</u>	<u>-</u>	<u>54,780</u>	<u>(544,200)</u>
Checkoff Assessments, Net	9,384,020	-	-	(349,420)	9,034,600
Investment Revenues	<u>250,000</u>	<u>-</u>	<u>-</u>	<u>67,400</u>	<u>317,400</u>
	<u>9,634,020</u>	<u>-</u>	<u>-</u>	<u>(282,020)</u>	<u>9,352,000</u>
EXPENSES					
In-state TBC Contract Expenses					
Direct Program Expenses					
Marketing					
Consumer Marketing	3,903,200	30,900	(100,700)	(101,700)	3,731,700
Nutrition & Health	1,528,300	23600	162200	(158,000)	1,556,100
Beef Resources					
Channel Marketing	529,300	(20,200)	(96,100)	(131,500)	281,500
Issues & Reputation Management	114,600	10,100	(12,400)	(13,000)	99,300
Producer Communications	428,500	-	12,500	(4,600)	436,400
Beef Quality & Beef Safety	90,900	-	(15,100)	(7,300)	68,500
Export Market Development	377,500	-	2,900	100	380,500
Collections & Compliance	<u>69,000</u>	<u>-</u>	<u>(100)</u>	<u>(26,800)</u>	<u>42,100</u>
	7,041,300	44,400	(46,800)	(442,800)	6,596,100
Program Implementation	<u>2,758,700</u>	<u>(44,400)</u>	<u>46,800</u>	<u>(169,200)</u>	<u>2,591,900</u>
	<u>9,800,000</u>	<u>-</u>	<u>-</u>	<u>(612,000)</u>	<u>9,188,000</u>
Other					
Administration	<u>17,000</u>	<u>-</u>	<u>-</u>	<u>2,000</u>	<u>19,000</u>
	<u>9,817,000</u>	<u>-</u>	<u>-</u>	<u>(610,000)</u>	<u>9,207,000</u>
REVENUE IN EXCESS OF EXPENSES	<u>(182,980)</u>	<u>-</u>	<u>-</u>	<u>327,980</u>	<u>145,000</u>

BPRCT ACTION ITEM: E

Approve FY25 Audit & Budget Committee Member

Action Item:

The Chairman recommends approval of the nomination of Kara Dudley to serve on the Audit & Budget Committee for FY25.

Background:

The BPRCT Bylaws call for the Chairman to nominate an Audit & Budget Committee, with approval of the Council. The Committee is to consist of three Directors, including the Vice-Chairman, who shall serve as Chairman of the Committee and sign major financial documents. Gilly Riojas was approved to serve on the Committee for FY25; however, due to his unexpected passing, the Chairman is nominating Kara Dudley to serve for the remainder of FY25.

Rationale:

Excerpt from BPRCT Bylaws:

Article VII. Committees

Section 2. Audit and Budget Committee

The Council shall elect an Audit and Budget Committee from nominations by the Chairman. The Audit and Budget Committee shall: (a) cause and oversee an annual audit by an independent auditor; (b) assure accountability by reviewing and reporting to the Council on end-of-year activities, evaluations and finances; (c) recommend to the Council a budget for the fiscal year; and (d) recommend changes in independent auditors, as necessary. The Audit and Budget Committee shall consist of three Council members, including the Vice-Chairman / Secretary-Treasurer, who shall serve as chairman and sign major financial documents.

Financial Impact:

None.

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

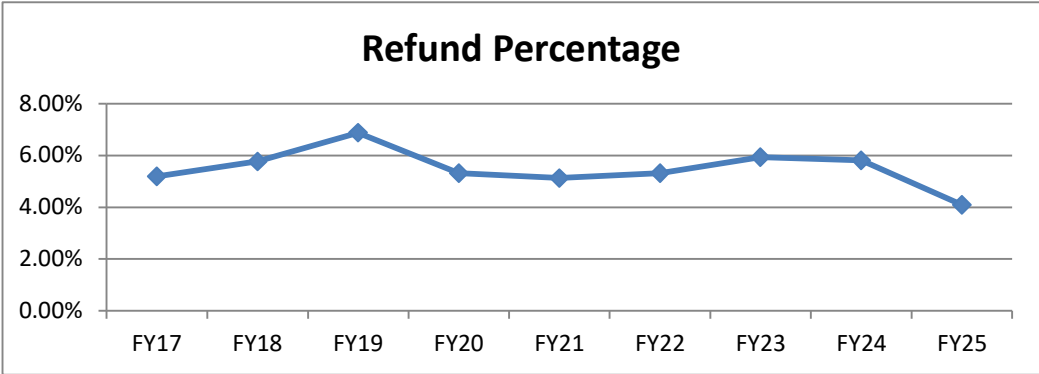
Collections Report
December 30, 2024

	Actual		Budget	Budget Variance	Actual as a % of Budget
Texas Checkoff Collections, Net of Exemptions					
October	\$ 813,702		\$ 839,377	\$ (25,675)	96.94%
November	928,348		824,947	103,401	112.53%
December	809,521		871,814	(62,293)	92.85%
	2,551,571	100.0%	2,536,138	15,433	100.61%
Refunds Processed					
Refund requests received in October	34,647				
Refund requests received in November	39,709				
Refund requests received in December	30,243				
	104,599	4.1%			
Collections, Net of Refunds	2,446,972	95.9%			

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	6,559	6.3%
Stocker	7,971	7.6%
Dairies	2,982	2.9%
Feedyards	81,149	77.6%
Out of State	5,938	5.7%
	104,599	100.0%



BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
Quarterly Report of Public Funds Investments
For the Quarter Ended December 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
Valley National Bank	919853MY4	5.000%	16-Jul-25	197	\$ 239,451	\$ -	\$ (536)	\$ 238,915	\$ 238,000	\$ -	\$ 238,000	\$ 2,478	\$ 2,999	\$ -	\$ 5,477
Simmons Bank	82869AGR0	5.200%	16-Jan-25	16	243,273	-	(170)	243,103	243,000	-	243,000	2,631	3,185	-	5,816
BMO Bank	05610LQD9	4.300%	7-Aug-25	219	-	242,000	145	242,145	-	242,000	242,000	-	1,540	-	1,540
					482,724	242,000	(561)	724,163	481,000	242,000	723,000	5,109	7,724	-	12,833

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	912797GW1	5.321%	3-Oct-24		\$ 299,923	\$ (300,000)	\$ 77	\$ -	\$ 300,000	\$ (300,000)	\$ -	\$ (126)	\$ -	\$ 126	\$ -
U.S. Treasury Bills	912797HE0	5.250%	31-Oct-24		398,435	(400,000)	1,565	-	400,000	(400,000)	-	(1,713)	-	1,713	-
U.S. Treasury Bills	912797HP5	4.800%	30-Nov-24		297,699	(300,000)	2,301	-	300,000	(300,000)	-	(2,314)	-	2,314	-
U.S. Treasury Bills	912797JR9	4.501%	23-Jan-25	23	394,391	-	4,619	399,010	400,000	-	400,000	(5,475)	-	4,380	(1,095)
U.S. Treasury Bills	912797KA4	4.901%	20-Feb-25	51	294,859	-	3,359	298,218	300,000	-	300,000	(5,545)	-	3,568	(1,977)
U.S. Treasury Bills	912797KJ5	4.900%	20-Mar-25	79	293,940	-	3,380	297,320	300,000	-	300,000	(6,643)	-	3,574	(3,069)
U.S. Treasury Bills	912797KU0	5.150%	17-Oct-24		299,376	(300,000)	624	-	300,000	(300,000)	-	(702)	-	702	-
U.S. Treasury Bills	912797KS5	5.000%	17-Apr-25	107	293,469	-	2,890	296,359	300,000	-	300,000	(7,889)	-	3,647	(4,242)
U.S. Treasury Bills	912797LC9	5.150%	7-Nov-24		298,527	(300,000)	1,473	-	300,000	(300,000)	-	(1,569)	-	1,569	-
U.S. Treasury Bills	912797LB1	5.000%	15-May-25	135	292,495	-	2,916	295,411	300,000	-	300,000	(8,991)	-	3,644	(5,347)
U.S. Treasury Bills	912797HP5	5.186%	29-Nov-24		297,699	(300,000)	2,301	-	300,000	(300,000)	-	(2,494)	-	2,494	-
U.S. Treasury Bills	912797LN5	4.900%	12-Jun-25	163	291,788	-	2,660	294,448	300,000	-	300,000	(9,905)	-	3,573	(6,332)
U.S. Treasury Bills	912797LY1	4.750%	16-Jan-25	16	394,665	-	4,583	399,248	400,000	-	400,000	(5,521)	-	4,703	(818)
U.S. Treasury Bills	912797MM6	4.650%	6-Mar-25	65	294,407	-	3,324	297,731	300,000	-	300,000	(5,864)	-	3,436	(2,428)
U.S. Treasury Bills	912797MT1	4.600%	13-Mar-25	72	294,167	-	3,395	297,562	300,000	-	300,000	(6,062)	-	3,401	(2,661)
U.S. Treasury Bills	912797MV6	4.200%	3-Apr-25	93	-	293,879	2,874	296,753	-	300,000	300,000	-	(6,121)	2,976	(3,145)
U.S. Treasury Bills	912797MS3	4.000%	2-Oct-25	275	-	288,816	1,971	290,787	-	300,000	300,000	-	(11,184)	2,397	(8,787)
U.S. Treasury Bills	912797NA1	4.150%	30-Oct-25	303	-	383,946	2,434	386,380	-	400,000	400,000	-	(16,054)	2,690	(13,364)
U.S. Treasury Bills	912797MH7	4.150%	4-Sep-25	247	-	289,994	1,712	291,706	-	300,000	300,000	-	(10,006)	1,795	(8,211)
U.S. Treasury Bills	912797NL7	4.250%	28-Nov-25	332	-	287,678	1,415	289,093	-	300,000	300,000	-	(12,322)	1,083	(11,239)
					4,735,840	(355,687)	49,873	4,430,026	4,800,000	(300,000)	4,500,000	(70,813)	(55,687)	53,785	(72,715)
TOTAL INVESTMENT					5,218,564	(113,687)	49,312	5,154,189	5,281,000	(58,000)	5,223,000	(65,704)	(47,963)	53,785	(59,882)

As of 12/31/2024

Average CD Portfolio Yield	4.833%
Average Debt Security Portfolio Yield	4.560%
1 year U.S. Treasury Yield	4.160%

MONEY MARKET FUNDS

Fund	Symbol	Fair Value			
		Beginning Balance	Purchases (Redemptions)	Change in Fair Value	Ending Balance
Invesco - Treasury Portfolio	TPFXX	751,284	(111,000)	7,581	647,865
Goldman Sachs - Government Fund	CGGXX	419,901	113,687	4,779	538,367
		1,171,185	2,687	12,360	1,186,232

