

Texas Beef Council

BOARD OF DIRECTORS MEETING

JUNE 2025



Strengthen demand for beef as the world's most
preferred and trusted protein.

**TEXAS BEEF COUNCIL
(TBC)
Board of Directors Meeting**

**Austin, Texas
Thursday, June 5, 2025
10:00 AM**

AGENDA

1. Call to Order and Establish Quorum

2. Approval of Minutes

3. Officer and Committee Reports

- A. Advisory Committees Joint Report
- B. Executive Vice President's Report

4. Action Items

- Executive Committee Report
 - A. Ratify Executive Committee Action
- Audit & Budget Committee Reports
 - B. Accept Financial Reports
- Additional Action
 - C. Approve Nominating Committee
 - D. Approve Check Signers

5. Discussion Items Not Requiring Action

- A. U.S. Meat Export Federation (USMEF) Director Report
- B. Federation of State Beef Councils (Federation) Director Report
- C. Litigation Update
- D. Next Board Meeting Date – August 21, 2025

6. Adjourn

MINUTES

TEXAS BEEF COUNCIL
Board of Directors
Meeting Report

Chairman's Name: Pat Shields
Meeting Time/Date: 9:00 AM, Thursday, February 13, 2025
Meeting Place: Texas Beef Council, Austin, Texas (Virtual)

Roll Call

Directors:

Amy Kirkland, Brandi Richards, Dane Elliott, Fred Schuetze, George Harrison, John Connaway, Kara Dudley, Kerry Wiggins, Klazina de Boer, Leslie Callahan, Marsha Shoemaker, Neil Dudley, Pat Shields, Richard Winter, Sarah McKenzie, Shannon Treichel

Guests:

Claudia Wright, Darren Turley, Ben Weinheimer, Kinley Hartman, Patrick Dudley, Tracy Tomascik, James Uhl, Drew Cassens, Tim Niedecken

Staff:

Adriana Mora, Amy Foster, Brooke Kaiser, Cheyenne Pierce, 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, Victoria Heller

Decisions Made

Chairman called the meeting to order and established a quorum.

Approved the minutes of the November 21, 2024, Board Meeting

Adopted by consensus

Action Item A – Ratification of Executive Committee Action

No Action

Approved Action Item B – Accept the FY25 Financial Statements

Motion by Brandi Richards Second by Kara Dudley Motion Passed

Approved Action Item C – Accept the FY24 Audited Financial Statements

Motion by George Harrison Second by Leslie Callahan Motion Passed

Approved Action Item D – Election of Director

Motion by George Harrison Second by Leslie Callahan Motion Passed

Approved Action Item E – Nominate Director to BPRCT

Motion by Kara Dudley Second by George Harrison Motion Passed

Approved Action Item F – Approve FY25 Audit & Budget Committee

Member

Motion by Richard Winter Second by Leslie Callahan Motion Passed

Officer and Committee Reports

Audit & Budget Committee Report

Brandi Richards reported on the February 12, 2025, Audit & Budget Committee

meeting. The Committee met with a representative of the accounting firm Atchley & Associates, who reviewed the FY24 audited financial statements. The Committee also reviewed the December 2024 financial statements and a graph displaying past and estimated future revenues, expenses, and reserve balances. The Committee recommends that the Board accept both financial statements.

Executive Vice President's Report

Molly McAdams shared that Texas had excellent attendance at the Cattle Industry Annual Meeting, and we are pleased with the Texas leadership representation at Federation, Cattlemen's Beef Board (CBB), and Operating Committee Meetings. McAdams also shared important staff updates, including the retirement of Michael Loeffler, TBC VP Finance and Operations, in August 2025.

Discussion Items

Litigation Update

Molly McAdams stated there was no update.

Federation & CBB Director Reports

The Federation and CBB Directors who attended the Cattle Industry Annual Meeting offered their perspectives on the individual committee meetings and overall impressions of the meeting.

National Cattlemen's Beef Association (NCBA) and US Meat Export Federation (USMEF) Audited Financial Reports

The TBC is required to provide a report to CBB stating that we have reviewed the financial statements of beef promotion organizations that received significant funding from TBC. When reviewing these organizations' financial statements, we are primarily looking for a report from their auditor stating that they found no instances of noncompliance with the Act and Order. It was noted that USMEF's and NCBA's financial statements contain the required report indicating compliance with the Act and Order.

Future Meeting Dates

The Board meeting dates for FY25 will be on:

June 5, 2025 (Austin)

August 21, 2025 (Austin)

Adjourn

Approve Motion to Adjourn at 10:43 AM

Motion by John Connaway Second by Leslie Callahan Motion Passed

Report Submitted by:

Pat Shields

Date Submitted: June 5, 2025

Distribution: Board of Directors

ACTION ITEMS

TBC ACTION ITEM: A

Ratification of Executive Committee Actions

Action Item:

Ratify the actions taken by the Executive Committee as presented.

Background:

The Executive Committee met by conference call on May 13, 2025, and approved mid-year budget redirections as detailed in the following schedules. The committee also approved voluntary national investments as listed below to be included in the FY26 budget.

- Federation of State Beef Councils - \$1,095,000
- U.S. Meat Export Federation - \$1,251,000

Rationale:

Article VI, Section 1. Executive Committee of the TBC Bylaws states that the Executive Committee “*may act for and on behalf of the Board between meetings of the Board; provided that a report of any actions taken shall be reported at the next Board meeting for ratification.*”

Financial Impact:

None

Staff Impact:

None

TEXAS BEEF COUNCIL

MID-YEAR BUDGET STATUS REPORT

APRIL 30, 2025

At this time each year, we prepare a mid-year budget status report to identify tactics and categories that are projected to exceed their budget or be significantly under budget by year-end. In addition to determining if we are generally on target with expenses, we hope to identify those programs that we believe will not occur as originally planned, which could result in unspent budget dollars. Where appropriate, these unspent dollars could be used to fund programs that were not included in the original budget, enhance existing programs, or continue existing programs that are projected to exceed budget.

NATIONAL & STATE PROGRAM INVESTMENTS

Several years ago, the Board approved a provision wherein we could participate in up to \$60,000 of promotional opportunities offered by the Federation that would require the redirection of budget funds from direct program expenses to national investments. The provision requires staff to notify the Executive Committee when we participate in one of these programs and request the redirection of funds. The TBC participated in one of these programs with Walmart during the first half of FY25 that totaled \$10,000.

DIRECT PROGRAM EXPENSES

Overall, direct program expenses are projected to be \$45,850 under-budget for FY25 after the redirection of funds to national investments discussed above. Please see the attached Direct Program Expense Projections and Direct Program Expense Budget Redirections schedules for a complete listing of projected results for the year for all tactics and proposed budget redirections for program enhancements and other redirections. In the discussion that follows, program enhancements are listed in one group, tactics that are projected to be over budget are listed in a second group, and tactics that are projected to be significantly (\$40,000 or more) under budget are in a third group.

Program Enhancements

Tactic 4112 BLT Branding & Promotions. – Projected total expense for FY25 including enhancement, \$910,000; budget increase for program enhancement, \$235,000. Near the beginning of FY25, staff determined that numerous programs could benefit from launching a new CRM marketing automation platform and related marketing personalization initiatives. After reviewing the plans and budgets for other tactics in Consumer Marketing, staff altered plans for several tactics to accommodate the budget needed for the enhancement to Tactic 4112.

Tactic 4113 – BLT Paid Advertising. – Projected total expense for FY25 including enhancement, \$2,420,000; budget increase for program enhancement, \$240,000. After completing projections of expenses at mid-year, staff identified several tactics projected to have significant unspent funds by year end, as discussed in the Tactics That Are Under Budget section below. Staff are proposing the redirection of available funds to Tactic 4113 where an expanded advertising schedule can be developed and executed by year end.

Tactics That Are Over Budget

Tactic 3111 – Retail Engagement. Projected total expense for FY25, \$106,252; projected over-budget, \$54,252 – 104.33%. One of the projects in this tactic involves working with industry partners to research and develop new retail customer signage and to produce and distribute it. The research and development phase of this project, which was scheduled to be completed prior to the end of FY24, was not completed until FY25. Additionally, we have an opportunity to produce educational videos for HEB to train partners in the meat market service case; however, this program was not included in the FY25 budget plans.

Tactic 3112 – Industry Meetings and Planning. Projected total expense for FY25, \$7,998; projected over-budget, \$998 – 14.26%. Significant changes to plans in Channel Marketing following the departure of key staff has shifted responsibilities to other staff, which will require additional travel to industry meetings.

Tactic 4234 – Consumer Nutrition Education. Projected total expense for FY25, \$104,000; projected over-budget, \$15,000 – 16.85%. Prior to the end of FY24, funds were redirected to Tactic 4234 to launch a targeted statewide advertising campaign promoting the Sports Nutrition Game Plan. One phase of this campaign was not completed until the first few weeks of FY25; however, no portion of this campaign was included in the FY25 budget.

Tactic 6111 – Producer Direct Communications. Projected total expense for FY25, \$98,460; projected over-budget, \$3,960 – 4.19%. This transition to the new CRM platform required additional agency time and expertise to adjust how the Cattle Talk newsletter is produced and distributed.

Tactic 6117 – Producer Paid Media. Projected total expense for FY25, \$137,370; projected over-budget, \$5,370 – 4.07%. After preparing mid-year expense projections, staff determined we would have unspent budget in some of the Producer Communication tactics. In order to utilize these unspent funds, staff are planning additional digital ad buys in this tactic during the remainder of the year.

Tactic 2311 – Collection Activities. Projected total expense for FY25, \$64,885; projected over-budget, \$2,885 – 4.65%. When staff prepared this tactic's budget for FY25, we overlooked lockbox bank fees that are charged to this tactic.

Tactics That Are Significantly Under Budget

Tactic 3211– Foodservice Education. Projected total expense for FY25, \$154,873; projected under-budget, \$250,627 – 61.81%. After the departure of a key staff member in January, staff reevaluated all activities originally planned for this tactic. The decision was made to not replace the staff person and to pivot to a different form of educational activities using existing staff. Some of the unused funds were earmarked for additional programs in retail, and the remainder will be used for the program enhancement to increase advertising in Tactic 4113.

Tactic 4121 – BLT Earned Media. Projected total expense for FY25, \$141,000; projected under-budget, \$129,000 – 47.78%. Near the beginning of the year when staff evaluated the importance of the CRM platform program enhancement project in Tactic 4112, it was determined that some of the earned media segments planned for FY25 year were a lower priority. The savings from eliminating these segments are being used to cover a portion of the cost of the program enhancement.

Tactic 4126 – BLT Content. Projected total expense for FY25, \$82,000; projected under-budget, \$40,000 – 32.79%. After the departure of a staff person who worked on programs in this tactic, staff revised plans for the remainder of the year. The unused funds in this tactic will help cover the cost of the program enhancement in Tactic 4112.

Tactic 4132 – Brand Partnerships. Projected total expense for FY25, \$25,000; projected under-budget, \$75,000 – 75.00%. We were unable to reach an agreement with a partner for a significant program in this tactic. The unused funds in this tactic will be used to cover a portion of the cost of the program enhancement in Tactic 4112.

Tactic 4222 – Health Professional Outreach. Projected total expense for FY25, \$303,000; projected under-budget, \$50,000 – 14.16%. A delay in the development and testing of messaging to be used in targeted advertising in this tactic has decreased the timeframe for running ads during FY25. The savings in this tactic will be used for the program enhancement to increase advertising in Tactic 4113.

PROGRAM IMPLEMENTATION EXPENSES

Overall, program implementation is projected to be \$329,046 under-budget for FY25. Please see the attached Program Implementation Expense Projections and Program Implementation Expense Budget Redirections schedules for a complete listing of all categories and the projected results for the year. The most significant accounts projected to be under budget involve personnel cost – salaries, payroll taxes, employee insurance and retirement. Staff turnover during FY25 and at the end of FY24, after the budget was prepared, caused the decreased expenses in these categories because of the replacement of tenured staff with less-experienced staff and delays in filling or refilling positions which resulted in unfilled positions for a portion of the year.

Meals. Projected total expense for FY25, \$16,247; projected over-budget, \$3,247 – 24.98%.

Travel Miscellaneous. Projected total expense for FY25, \$2,355; projected over-budget, \$1,355 – 135.50%.

The budgets prepared for the two tactics above did not adequately consider actual expenses incurred in FY24. Projected expenses for FY25 are in line with FY24 expenses.

Facility or Booth Rental. Projected total expense for FY25, \$6,968; projected over-budget, \$6,468 – 1293.60%. When the budget was prepared for FY25, we failed to include fees that the new resource materials order fulfillment center would charge to store resource materials.

Supplies and Perishables. Projected total expense for FY25, \$17,948; projected over-budget, \$2,948 – 19.68%. Typical supplies and perishables type items have been more expensive during the first half of the year, and we have projected similar expenses for the remainder of the year.

TEXAS BEEF COUNCIL
Direct Program Expense Projections

Tactic/Description		FY 25 Expenses			FY 25 Annual Budget	Budget Variance	Percent of Budget Spent
		Actual Oct-Mar	Projected Apr-Sep	Total Expenses			
NATIONAL PROGRAM INVESTMENTS							
	Federation of State Beef Councils	275,000	835,000	\$ 1,110,000	\$ 1,100,000	\$ (10,000)	100.91%
DIRECT PROGRAM EXPENSES							
3111	Retail Engagement	51,846	54,406	106,252	52,000	(54,252)	204.33%
3112	Industry Meetings & Planning	3,999	3,999	7,998	7,000	(998)	114.26%
	Retail - 3100	55,845	58,405	114,250	59,000	(55,250)	193.64%
3211	Foodservice Education	26,505	128,368	154,873	405,500	250,627	38.19%
	Foodservice - 3200	26,505	128,368	154,873	405,500	250,627	38.19%
4111	Beef Loving Texans Store	776	11,224	12,000	12,000	-	100.00%
4112	BLT Branding & Promotions	325,843	584,157	910,000	676,000	(234,000)	134.62%
4113	BLT Paid Advertising	518,206	1,901,794	2,420,000	2,180,000	(240,000)	111.01%
4116	Industry Meetings & Planning	7,220	(2,220)	5,000	5,000	-	100.00%
4121	BLT Earned Media	60,978	80,022	141,000	270,000	129,000	52.22%
4126	BLT Content	12,780	69,220	82,000	122,000	40,000	67.21%
4131	BLT Brand Activation	299,366	437,058	736,424	743,000	6,576	99.11%
4132	Brand Partnerships	10,978	14,022	25,000	100,000	75,000	25.00%
4133	Information Dissemination	59,580	240,420	300,000	300,000	-	100.00%
	Consumer Marketing - 4100	1,295,727	3,335,697	4,631,424	4,408,000	(223,424)	105.07%
4216	Industry Meetings & Planning	849	4,151	5,000	5,000	-	100.00%
4222	Health Professional Outreach	35,773	267,227	303,000	353,000	50,000	85.84%
4224	Medical Office Outreach	576,673	750,335	1,327,008	1,338,000	10,992	99.18%
4225	Nutrition Content	670	4,330	5,000	5,000	-	100.00%
4234	Consumer Nutrition Education	40,776	63,224	104,000	89,000	(15,000)	116.85%
	Nutrition & Health - 4200	654,741	1,089,267	1,744,008	1,790,000	45,992	97.43%
5111	Crisis Communications	-	-	-	1,000	1,000	0.00%
5112	Industry Advocacy	12,530	24,466	36,996	38,500	1,504	96.09%
5113	Issues & Reputation Management	1,500	1,500	3,000	5,000	2,000	60.00%
5115	Production Content	31,676	20,000	51,676	55,000	3,324	93.96%
5116	AgriLife Extension Engagement	185	24,501	24,686	25,000	314	98.74%
	Issues & Reputation Mgmt - 5100	45,891	70,467	116,358	124,500	8,142	93.46%
6111	Producer Direct Communications	28,387	70,073	98,460	94,500	(3,960)	104.19%
6112	Producer Assets	4,191	85,699	89,890	90,000	110	99.88%
6113	Producer Influencer Communications	7,104	26,801	33,905	34,000	95	99.72%
6115	Industry Meetings & Planning	2,209	1,500	3,709	5,000	1,291	74.18%
6116	Producer Earned Media	2,989	25,000	27,989	32,000	4,011	87.47%
6117	Producer Paid Media	84,218	53,152	137,370	132,000	(5,370)	104.07%
6118	Producer Strategy	35,159	74,650	109,809	115,500	5,691	95.07%
	Producer Communications - 6100	164,257	336,875	501,132	503,000	1,868	99.63%
7111	Beef Quality Assurance	(23,452)	78,999	55,547	70,000	14,453	79.35%
7112	AgriLife BQA Travel	9,676	1	9,677	10,000	323	96.77%
7113	Industry Meetings & Planning	107	2,800	2,907	3,000	93	96.90%
7131	Beef Quality & Safety Research	-	2,000	2,000	3,000	1,000	0.00%
	Beef Quality/Safety - 7100	(13,669)	83,800	70,131	86,000	15,869	81.55%
8111	USMEF Programs	18,969	406,031	425,000	425,000	-	100.00%
8112	International Industry Meetings	5,206	(206)	5,000	5,000	-	100.00%
	Export Mkt Development - 8100	24,175	405,825	430,000	430,000	-	100.00%
2311	Collection Activities	16,783	48,102	64,885	62,000	(2,885)	104.65%
2312	Compliance Activities	4	12,900	12,904	13,000	96	99.26%
2313	Field Staff Activities	5,588	41,160	46,748	60,000	13,252	77.91%
2314	Texas Checkoff Refunds	516	(79)	437	2,000	1,563	21.85%
	Total Collections - 2300	22,891	102,083	124,974	137,000	12,026	91.22%
		2,276,363	5,610,787	7,887,150	7,943,000	55,850	99.30%
		2,551,363	6,445,787	8,997,150	9,043,000	45,850	99.49%

TEXAS BEEF COUNCIL
Direct Program Expense Budget Redirections

Tactic/Description		FY25 Total Expenses	FY 25 Budget				Budget Variance
			Current Budget	Program Enhancements	Other Redirections	Amended Budget	
NATIONAL PROGRAM INVESTMENTS							
	Federation of State Beef Councils	\$ 1,110,000	\$ 1,100,000		\$ 10,000	\$ 1,110,000	\$ -
DIRECT PROGRAM EXPENSES							
3111	Retail Engagement	106,252	52,000		56,000	108,000	1,748
3112	Industry Meetings & Planning	7,998	7,000		1,500	8,500	502
	Retail - 3100	114,250	59,000	-	57,500	116,500	2,250
3211	Foodservice Education	154,873	405,500	(192,000)	(56,000)	157,500	2,627
	Foodservice - 3200	154,873	405,500	(192,000)	(56,000)	157,500	2,627
4111	Beef Loving Texans Store	12,000	12,000			12,000	-
4112	BLT Branding & Promotions	910,000	676,000	235,000		911,000	1,000
4113	BLT Paid Advertising	2,420,000	2,180,000	240,000		2,420,000	-
4116	Industry Meetings & Planning	5,000	5,000			5,000	-
4121	BLT Earned Media	141,000	270,000	(127,000)		143,000	2,000
4126	BLT Content	82,000	122,000	(38,000)		84,000	2,000
4131	BLT Brand Activation	736,424	743,000		(4,500)	738,500	2,076
4132	Brand Partnerships	25,000	100,000	(70,000)	(3,000)	27,000	2,000
4133	Information Dissemination	300,000	300,000			300,000	-
	Consumer Marketing - 4100	4,631,424	4,408,000	240,000	(7,500)	4,640,500	9,076
4216	Industry Meetings & Planning	5,000	5,000			5,000	-
4222	Health Professional Outreach	303,000	353,000	(48,000)		305,000	2,000
4224	Medical Office Outreach	1,327,008	1,338,000		(9,000)	1,329,000	1,992
4225	Nutrition Content	5,000	5,000			5,000	-
4234	Consumer Nutrition Education	104,000	89,000		16,000	105,000	1,000
	Nutrition & Health - 4200	1,744,008	1,790,000	(48,000)	7,000	1,749,000	4,992
5111	Crisis Communications	-	1,000			1,000	1,000
5112	Industry Advocacy	36,996	38,500			38,500	1,504
5113	Issues & Reputation Management	3,000	5,000			5,000	2,000
5115	Production Content	51,676	55,000			55,000	3,324
5116	AgriLife Extension Engagement	24,686	25,000			25,000	314
	Issues & Reputation Mgmt - 5100	116,358	124,500	-	-	124,500	8,142
6111	Producer Direct Communications	98,460	94,500		4,500	99,000	540
6112	Producer Assets	89,890	90,000			90,000	110
6113	Producer Influencer Communications	33,905	34,000			34,000	95
6115	Industry Meetings & Planning	3,709	5,000		(1,000)	4,000	291
6116	Producer Earned Media	27,989	32,000		(3,500)	28,500	511
6117	Producer Paid Media	137,370	132,000		6,000	138,000	630
6118	Producer Strategy	109,809	115,500		(5,000)	110,500	691
	Producer Communications - 6100	501,132	503,000	-	1,000	504,000	2,868
7111	Beef Quality Assurance	55,547	70,000		(12,000)	58,000	2,453
7112	AgriLife BQA Travel	9,677	10,000			10,000	323
7113	Industry Meetings & Planning	2,907	3,000			3,000	93
7131	Beef Quality & Safety Research	2,000	3,000			3,000	1,000
	Beef Quality/Safety - 7100	70,131	86,000	-	(12,000)	74,000	3,869
8111	USMEF Programs	425,000	425,000			425,000	-
8112	International Industry Meetings	5,000	5,000			5,000	-
	Export Mkt Development - 8100	430,000	430,000	-	-	430,000	-
2311	Collection Activities	64,885	62,000		4,000	66,000	1,115
2312	Compliance Activities	12,904	13,000			13,000	96
2313	Field Staff Activities	46,748	60,000		(4,000)	56,000	9,252
2314	Texas Checkoff Refunds	437	2,000			2,000	1,563
	Total Collections - 2300	124,974	137,000	-	-	137,000	12,026
		7,887,150	7,943,000	-	(10,000)	7,933,000	45,850
		8,997,150	9,043,000	-	-	9,043,000	45,850

TEXAS BEEF COUNCIL
Program Implementation Expense Projections

Description	FY25 Expenses			FY25 Annual Budget	Budget Variance	Percent Spent
	Actual Oct-Mar	Projected Apr-Sep	Total Expenses			
Salaries	1,056,111	1,100,074	2,156,185	2,317,000	160,815	93.06%
Payroll Taxes	73,400	84,156	157,556	171,000	13,444	92.14%
Workers' Compensation	1,512	1,748	3,260	3,500	240	93.14%
Employee Insurance	187,781	177,782	365,563	423,700	58,137	86.28%
Retirement	49,202	48,494	97,696	112,200	14,504	87.07%
Dues & Subscriptions	1,504	2,748	4,252	6,500	2,248	65.42%
Seminars & Conventions	2,465	3,800	6,265	8,000	1,735	78.31%
Travel - Lodging	5,018	6,227	11,245	13,000	1,755	86.50%
Travel - Air Fare	2,106	3,850	5,956	7,500	1,544	79.41%
Travel - Auto	4,655	9,998	14,653	20,000	5,347	73.27%
Meals	6,660	9,587	16,247	13,000	(3,247)	124.98%
Travel Miscellaneous	1,145	1,210	2,355	1,000	(1,355)	235.50%
Federation Director Travel	4,371	19,500	23,871	36,000	12,129	66.31%
Contract Services	13,072	24,505	37,577	42,000	4,423	89.47%
Facility or Booth Rental	2,800	4,168	6,968	500	(6,468)	1393.60%
Postage & Freight	1,493	2,100	3,593	7,500	3,907	47.91%
Printing & Printed Materials	1,943	2,498	4,441	8,000	3,559	55.51%
Supplies & Perishables	8,798	9,150	17,948	15,000	(2,948)	119.65%
Utilities	8,797	19,300	28,097	29,000	903	96.89%
Building Maintenance	18,263	39,000	57,263	78,000	20,737	73.41%
Telecommunications	11,090	14,302	25,392	28,600	3,208	88.78%
Depreciation & Amortization	43,019	47,097	90,116	96,500	6,384	93.38%
General Insurance	25,854	28,448	54,302	56,900	2,598	95.43%
General Taxes	25,632	92,100	117,732	118,100	368	99.69%
Office Equipment Rental	2,547	3,248	5,795	6,500	705	89.15%
Office Equip & Software	26,241	31,296	57,537	70,700	13,163	81.38%
Vehicle Repair & Maint.	2,825	4,852	7,677	9,700	2,023	79.14%
Office Expense	6,844	10,500	17,344	21,000	3,656	82.59%
Professional Services	59,011	59,100	118,111	118,200	89	99.92%
USDA Oversight	4,590	9,998	14,588	20,000	5,412	72.94%
Expense Allocation	(16,283)	(34,348)	(50,631)	(50,600)	31	100.06%
	1,642,466	1,836,488	3,478,954	3,808,000	329,046	91.36%

TEXAS BEEF COUNCIL
Program Implementation Expense Budget Redirections

Description	FY25	FY25 Budget			Budget Variance
	Projected Expenses	Current Budget	Proposed Redirections	Amended Budget	
Salaries	2,156,185	2,317,000	(22,500)	2,294,500	138,315
Payroll Taxes	157,556	171,000		171,000	13,444
Workers' Compensation	3,260	3,500		3,500	240
Employee Insurance	365,563	423,700		423,700	58,137
Retirement	97,696	112,200		112,200	14,504
Dues & Subscriptions	4,252	6,500		6,500	2,248
Seminars & Conventions	6,265	8,000		8,000	1,735
Travel - Lodging	11,245	13,000		13,000	1,755
Travel - Air Fare	5,956	7,500		7,500	1,544
Travel - Auto	14,653	20,000		20,000	5,347
Meals	16,247	13,000	4,000	17,000	753
Travel Miscellaneous	2,355	1,000	2,500	3,500	1,145
Federation Director Travel	23,871	36,000		36,000	12,129
Contract Services	37,577	42,000		42,000	4,423
Facility or Booth Rental	6,968	500	7,500	8,000	1,032
Postage & Freight	3,593	7,500		7,500	3,907
Printing & Printed Materials	4,441	8,000		8,000	3,559
Supplies & Perishables	17,948	15,000	4,000	19,000	1,052
Utilities	28,097	29,000		29,000	903
Building Maintenance	57,263	78,000		78,000	20,737
Telecommunications	25,392	28,600		28,600	3,208
Depreciation & Amortization	90,116	96,500		96,500	6,384
General Insurance	54,302	56,900		56,900	2,598
General Taxes	117,732	118,100		118,100	368
Office Equipment Rental	5,795	6,500		6,500	705
Office Equip & Software	57,537	70,700		70,700	13,163
Vehicle Repair & Maint.	7,677	9,700		9,700	2,023
Office Expense	17,344	21,000		21,000	3,656
Professional Services	118,111	118,200		118,200	89
USDA Oversight	14,588	20,000		20,000	5,412
Expense Allocation	(50,631)	(50,600)	4,500	(46,100)	4,531
	3,478,954	3,808,000	-	3,808,000	329,046

TBC ACTION ITEM: B

Financial Reports

Action Item:

Review and accept the year-to-date financial statements through April 2025 as presented by the Audit & Budget Committee.

Background:

The April financial statements are presented using the modified cash basis of accounting. The financial statements present year-to-date results of operations and include a schedule showing expenses paid with funding provided by TBC and expenses paid with funding provided by Beef Promotion and Research Council of Texas.

Rationale:

Directors must routinely review, understand, and accept the financial reports of TBC.

Financial Impact:

None

Staff Impact:

Approximately 16 hours per month to prepare financial statements and management reports.



TEXAS BEEF COUNCIL

To: Board of Directors

From: Nancy Allender

Re: June 2025 Financial Statements

The TBC financial statements and related schedules for June 2025 are included in this booklet.

Statements of Activities - Comparative

- Checkoff revenues in April 2025 are roughly \$20,100 greater than Checkoff revenues in April 2024 and \$38,100 less than Checkoff revenues in April 2023.
- Year-to-date Checkoff revenues for FY25 are roughly \$125,200 and \$265,400 less than year-to-date revenues in FY24 and FY23, respectively.
- The decrease in expenses for April 2025 compared to April 2024 was driven by continued lower advertising costs within Consumer Marketing, a reduction in Foodservice spending within Channel Marketing, and the timing of Export Market Development activities.

Monthly Collection Summary

Checkoff revenues for April 2025 are \$28,655 greater than the amount budgeted for the month. Year-to-date revenues are now \$69,743 or 2.6% greater than the year-to-date budget.

TEXAS BEEF COUNCIL
Statement of Financial Position
(Modified Cash Basis)

	<u>4/30/25</u>	<u>4/30/24</u>	<u>4/30/23</u>
ASSETS			
Current Assets			
Cash and Cash Equivalents	\$ 1,057,063	\$ 494,930	\$ 697,461
Investments	2,980,266	2,333,593	1,946,901
Accounts Receivable			
Beef Promotion & Research Council of Texas	606,696	659,782	592,577
Other	11,512	5,905	8,502
Prepaid Expenses	186,677	146,208	45,809
Inventory	255,305	330,729	377,308
Total Current Assets	5,097,519	3,971,147	3,668,558
Fixed Assets			
Furniture & Fixtures	227,091	218,452	196,044
Equipment & Supplies	442,886	434,938	362,631
Automobiles	422,030	422,030	422,030
Website Development	645,621	520,740	421,108
Building, Land, & Improvements	2,084,603	2,059,883	2,033,882
	3,822,231	3,656,043	3,435,695
Less Accumulated Depreciation	(2,650,340)	(2,426,331)	(2,258,481)
	1,171,891	1,229,712	1,177,214
	<u>\$ 6,269,410</u>	<u>\$ 5,200,859</u>	<u>\$ 4,845,772</u>
LIABILITIES & NET ASSETS			
Current Liabilities			
Accounts Payable			
Trade	\$ 184,230	\$ 172,311	\$ 188,431
Beef Promotion & Research Council of Texas	763,085	629,545	846,507
Other States	77,128	59,950	66,274
Cattlemen's Beef Board	375,166	336,698	417,992
National Program Investments	-	-	-
Deferred Revenue	3,817	4,003	4,806
Total Current Liabilities	1,403,426	1,202,507	1,524,010
Net Assets			
Unrestricted net assets	4,865,984	3,998,352	3,321,762
	<u>\$ 6,269,410</u>	<u>\$ 5,200,859</u>	<u>\$ 4,845,772</u>

TEXAS BEEF COUNCIL
Statement of Activities – Comparative
(Modified Cash Basis)

	One Month Period Ended			Year-to-Date Through		
	4/30/2025	4/30/2024	4/30/2023	4/30/2025	4/30/2024	4/30/2023
REVENUES						
Checkoff Revenues						
Texas Checkoff Revenues	\$ 337,456	\$ 307,508	\$ 364,920	\$ 2,358,117	\$ 2,441,794	\$ 2,572,776
Out-of-State Checkoff Revenues	43,727	54,634	55,513	410,225	450,923	460,730
Late Fee Income	1,289	262	105	3,128	3,953	3,383
	382,472	362,404	420,538	2,771,470	2,896,670	3,036,889
BPRCT Contract Revenues						
BPRCT Contract Revenues	606,697	659,782	592,577	3,734,430	4,726,562	4,725,794
Other Revenues						
Interest Revenues	16,049	14,611	11,598	115,994	114,880	72,608
Other Revenues	2,766	-	-	9,270	1,649	5,150
	18,815	14,611	11,598	125,264	116,529	77,758
BLT Store						
Sales, Net of Discounts	2,845	4,435	7,301	29,777	27,339	28,917
Cost of Sales and Direct Expenses	(3,321)	(6,774)	(12,377)	(41,201)	(42,556)	(37,779)
	(476)	(2,339)	(5,076)	(11,424)	(15,217)	(8,862)
	1,007,508	1,034,458	1,019,637	6,619,740	7,724,544	7,831,579
EXPENSES						
National & State Program Investments						
Federation of State Beef Councils	285,000	283,500	350,000	560,000	567,000	720,000
U.S. Meat Export Federation	314,250	324,000	400,000	628,500	648,000	800,000
Texas CattleWomen	752	1,112	-	1,090	1,133	595
	600,002	608,612	750,000	1,189,590	1,216,133	1,520,595
Marketing						
Consumer Marketing	267,097	313,120	180,997	1,562,823	2,258,852	2,259,164
Nutrition & Health	141,737	49,830	135,708	796,479	901,368	858,229
Program Implementation	87,458	103,517	90,273	673,417	649,794	657,464
	496,292	466,467	406,978	3,032,719	3,810,014	3,774,857
Beef Resources						
Channel Marketing						
Retail	9,003	8,637	273	64,848	40,686	68,013
Foodservice	10,895	48,506	59,765	37,399	116,076	237,670
Issues & Reputation Management	3,047	5,740	1,450	48,938	34,959	10,598
Producer Communications	26,850	34,721	49,947	191,107	232,303	299,590
Beef Quality & Beef Safety	3,599	1,944	4,163	(10,070)	20,771	33,772
Export Market Development	24,485	54,369	35,969	48,661	123,917	38,356
Program Implementation	71,788	63,781	71,467	548,559	529,498	603,675
	149,667	217,698	223,034	929,442	1,098,210	1,291,674
Collections & Compliance						
Collection & Compliance Activities	9,051	5,654	6,213	31,942	39,436	45,270
Program Implementation	14,522	20,323	19,122	112,364	138,029	166,109
	23,573	25,977	25,335	144,306	177,465	211,379
Administration						
Administration	80,642	77,863	74,601	563,929	612,033	492,187
	1,350,176	1,396,617	1,479,948	5,859,986	6,913,855	7,290,692
TOTAL INCREASE IN NET ASSETS	\$ (342,668)	\$ (362,159)	\$ (460,311)	\$ 759,754	\$ 810,689	\$ 540,887

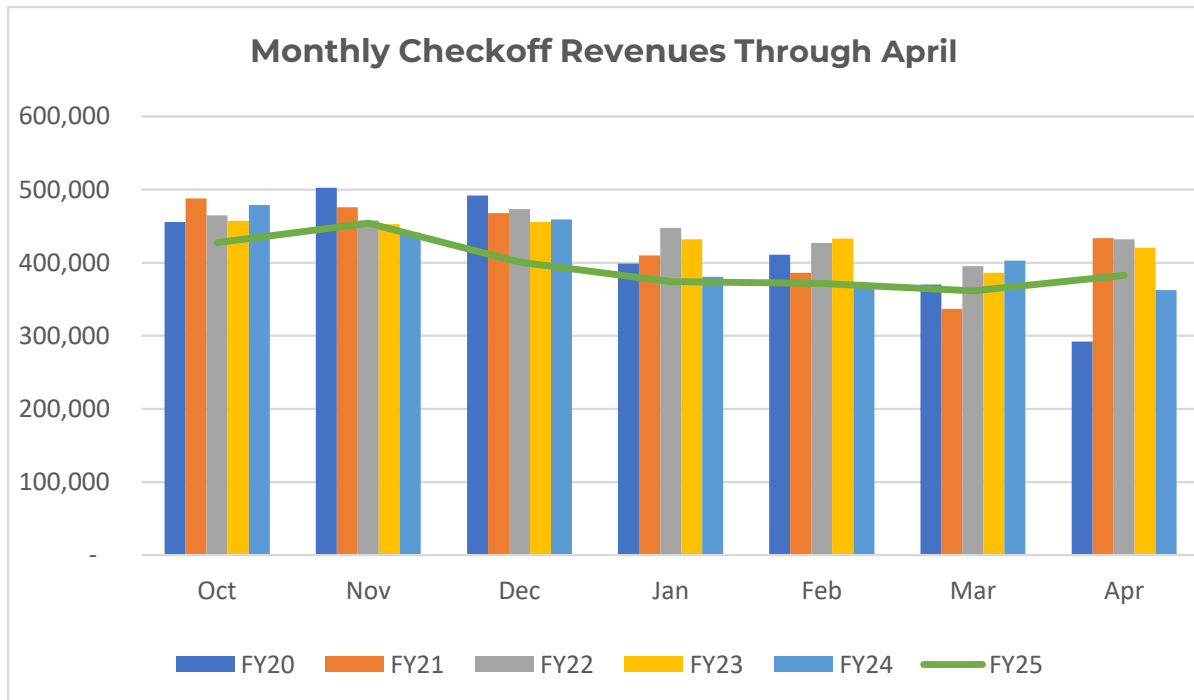
TEXAS BEEF COUNCIL
Statement of Activities – Actual vs Budget
(Modified Cash Basis)

	% Rev	Year-to-Date 4/30/25	Annual Budget	% Budget
<i>Percent of year expired</i>				58.33%
REVENUES				
Checkoff Revenues				
Texas Checkoff Revenues	35.62%	\$ 2,358,117		
Out-of-State Checkoff Revenues	6.20%	410,225		
Late Fee Income	0.05%	3,128		
	41.87%	2,771,470	\$ 4,701,000	58.95%
BPRCT Contract Revenues				
BPRCT Contract Revenues	56.41%	3,734,430	9,506,000	39.28%
Other Revenues				
Interest Revenues	1.75%	115,994	135,000	85.92%
Other Revenues	0.14%	9,270	2,000	0.00%
	1.89%	125,264	137,000	91.43%
BLT Store				
Sales, Net of Discounts	0.45%	29,777	-	0.00%
Cost of Goods Sold & Direct Expense	-0.62%	(41,201)	(22,000)	0.00%
	-0.17%	(11,424)	(22,000)	0.00%
	100.00%	6,619,740	14,322,000	46.22%
EXPENSES				
National & State Program Investments				
Federation of State Beef Councils	8.46%	560,000	1,100,000	50.91%
U.S. Meat Export Federation	9.49%	628,500	1,257,000	50.00%
Texas CattleWomen	0.02%	1,090	20,000	5.45%
	17.97%	1,189,590	2,377,000	50.05%
Direct Program Expenses				
Marketing				
Consumer Marketing	23.61%	1,562,823	4,408,000	35.45%
Nutrition & Health	12.03%	796,479	1,790,000	44.50%
	35.64%	2,359,302	6,198,000	38.07%
Beef Resources				
Channel Marketing				
Retail	0.98%	64,848	59,000	109.91%
Foodservice	0.56%	37,399	405,500	9.22%
Issues & Reputation Management	0.74%	48,938	124,500	39.31%
Producer Communications	2.89%	191,107	503,000	37.99%
Beef Quality & Beef Safety	-0.15%	(10,070)	86,000	-11.71%
Export Market Development	0.74%	48,661	430,000	11.32%
	5.75%	380,883	1,608,000	23.69%
Collection & Compliance Activities	0.48%	31,942	137,000	23.32%
	41.88%	2,772,127	7,943,000	34.90%
Program Implementation	28.68%	1,898,269	3,808,000	49.85%
	88.52%	5,859,986	14,128,000	41.48%
TOTAL INCREASE IN NET ASSETS	11.48%	\$ 759,754	\$ 194,000	391.63%

TEXAS BEEF COUNCIL

Monthly Federal Checkoff Summary by Producer Type (Modified Cash Basis)

Item Description	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY25 Total	Pct.
Dealers	62,682	60,816	46,885	36,589	43,727	32,604	66,789	350,092	6.3%
Feedyards	43,601	45,519	35,980	32,182	38,017	30,308	39,885	265,492	4.8%
Individuals	4,155	7,153	3,833	6,417	5,424	6,620	12,706	46,308	0.8%
Markets	303,837	403,160	289,714	179,250	264,564	208,451	251,708	1,900,684	34.4%
Packers	309,029	315,685	327,524	285,860	289,340	320,531	289,211	2,137,180	38.7%
	723,304	832,333	703,936	540,298	641,072	598,514	660,299	4,699,756	85.0%
Late Fees	468	622	224	1,340	854	168	2,579	6,255	0.1%
State of Origin In	123,164	117,115	139,916	122,216	112,746	117,842	87,453	820,452	14.8%
Collections for Texas	846,936	950,070	844,076	663,854	754,672	716,524	750,331	5,526,463	100%
Less Payable to CBB	(423,468)	(475,035)	(422,038)	(331,927)	(377,336)	(358,262)	(375,166)	(2,763,232)	50.0%
TBC Collections	423,468	475,035	422,038	331,927	377,336	358,262	375,165	2,763,231	
Deferred Revenue Adjustment	4,117	(21,141)	(21,470)	42,046	(5,789)	3,169	7,307	8,239	
Revenue Recognized	427,585	453,894	400,568	373,973	371,547	361,431	382,472	2,771,470	
Budget	421,221	418,656	421,822	371,767	369,559	344,885	353,817	2,701,727	
Budget Variance	6,364	35,238	(21,254)	2,206	1,988	16,546	28,655	69,743	2.6%
State of Origin Out	70,950	68,139	80,976	72,892	71,803	71,898	77,129	513,787	9%



TEXAS BEEF COUNCIL
Monthly Federal Checkoff Collection Comparison by Producer Type
(Modified Cash Basis)

Year-to-date collections through April

FY25 vs FY24							
Item Description	Amount			Percentage			Percent Increase (Decrease)
	FY25	FY24	Difference	FY25	FY24	Difference	
Dealers	350,092	338,035	12,057	6.33%	5.84%	0.5%	3.57%
Feedyards	265,492	413,627	(148,135)	4.80%	7.14%	-2.3%	-35.81%
Individuals	46,308	41,131	5,177	0.84%	0.71%	0.1%	12.59%
Markets	1,900,684	2,000,855	(100,171)	34.39%	34.55%	-0.2%	-5.01%
Packers	2,137,180	2,087,143	50,037	38.67%	36.04%	2.6%	2.40%
	4,699,756	4,880,791	(181,035)	85.04%	84.29%	0.8%	-3.71%
Late Payment Fees	6,255	7,905	(1,650)	0.11%	0.14%	0.0%	-20.87%
State of Origin In	820,452	901,847	(81,395)	14.85%	15.57%	-0.7%	-9.03%
Collections for Texas	5,526,463	5,790,543	(264,080)	100.00%	100.00%	0.0%	-4.56%
Less Payable to CBB	(2,763,232)	(2,895,272)	132,040				
TBC Collections	2,763,231	2,895,271	(132,040)				
Deferred Revenue							
Adjustment	8,239	1,399					
Revenue Recognized	2,771,470	2,896,670					
Budgeted Amount	2,701,727	2,896,004					
Budget Variance	69,743	666					
State of Origin Out	513,787	434,752					

FY25 vs 5 Year Average							
Item Description	Amount			Percentage			Percent Increase (Decrease)
	FY25	5 Yr Avg	Difference	FY25	5 Yr Avg	Difference	
Dealers	350,092	385,985	(35,893)	6.33%	6.46%	-0.1%	-10.25%
Feedyards	265,492	375,952	(110,460)	4.80%	6.29%	-1.5%	-41.61%
Individuals	46,308	46,091	217	0.84%	0.77%	0.1%	0.47%
Markets	1,900,684	2,089,494	(188,810)	34.39%	34.97%	-0.6%	-9.93%
Packers	2,137,180	2,240,459	(103,279)	38.67%	37.50%	1.2%	-4.83%
	4,699,756	5,137,981	(438,225)	85.04%	85.99%	-0.9%	-9.32%
Late Payment Fees	6,255	8,585	(2,330)	0.11%	0.14%	0.0%	-37.25%
State of Origin In	820,452	828,563	(8,111)	14.85%	13.87%	1.0%	-0.99%
Collections for Texas	5,526,463	5,975,129	(448,666)	100.00%	100.00%	0.0%	-8.12%
Less Payable to CBB	(2,763,232)	(2,987,566)	224,333				
TBC Collections	2,763,231	2,987,563	(224,333)				
Deferred Revenue							
Adjustment	8,239	2,729					
Revenue Recognized	2,771,470	2,990,292					
Budgeted Amount	2,701,727	2,913,959					
Budget Variance	69,743	76,333					
State of Origin Out	513,787	514,767					

TBC/BPRCT EXPENSE ALLOCATIONS

YEAR-TO-DATE THROUGH APRIL 30, 2025

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%	-	-	-	18,849.05	18,849.05	-	18,849.05	18,849.05	-
2100	2198	BPRCT Administration	0.000%	100.000%	-	-	-	4,130.44	-	4,130.44	4,130.44	-	4,130.44
2100	2199	Combined Administration	50.000%	50.000%	-	-	-	295,603.01	147,801.50	147,801.51	295,603.01	147,801.50	147,801.51
		Administration			-	-	-	318,582.50	166,650.55	151,931.95	318,582.50	166,650.55	151,931.95
2200	2297	TBC Accounting	100.000%	0.000%	-	-	-	4,921.60	4,921.60	-	4,921.60	4,921.60	-
2200	2298	BPRCT Accounting	0.000%	100.000%	-	-	-	2,497.06	-	2,497.06	2,497.06	-	2,497.06
2200	2299	Combined Accounting	50.000%	50.000%	-	-	-	237,928.88	118,964.44	118,964.44	237,928.88	118,964.44	118,964.44
		Accounting			-	-	-	245,347.54	123,886.04	121,461.50	245,347.54	123,886.04	121,461.50
2300	2311	Collection Activities	50.000%	50.000%	19,563.35	9,781.68	9,781.67	26,848.51	13,424.25	13,424.26	46,411.86	23,205.93	23,205.93
2300	2312	Compliance Activities	50.000%	50.000%	27.23	13.62	13.61	4,810.17	2,405.08	2,405.09	4,837.40	2,418.70	2,418.70
2300	2313	Field Staff Activities	50.000%	50.000%	11,759.97	5,879.99	5,879.98	45,006.14	22,503.07	22,503.07	56,766.11	28,383.06	28,383.05
2300	2314	Texas Checkoff Refunds	0.000%	100.000%	591.44	-	591.44	12,592.19	-	12,592.19	13,183.63	-	13,183.63
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%	-	-	-	23,106.87	8,665.08	14,441.79	23,106.87	8,665.08	14,441.79
		Collections & Compliance			31,941.99	15,675.29	16,266.70	112,363.88	46,997.48	65,366.40	144,305.87	62,672.77	81,633.10
3100	3111	Retail Engagement	14.070%	85.930%	58,487.39	8,229.33	50,258.06	62,536.89	8,799.11	53,737.78	121,024.28	17,028.44	103,995.84
3100	3112	Industry Meetings & Planning	14.070%	85.930%	6,360.55	894.95	5,465.60	3,721.85	523.67	3,198.18	10,082.40	1,418.62	8,663.78
3100	3199	Combined Program Implementation	14.070%	85.930%	-	-	-	17,730.84	2,494.78	15,236.06	17,730.84	2,494.78	15,236.06
		Retail			64,847.94	9,124.28	55,723.66	83,989.58	11,817.56	72,172.02	148,837.52	20,941.84	127,895.68
3200	3211	Foodservice Education	14.070%	85.930%	37,399.15	5,262.16	32,136.99	79,026.84	11,119.29	67,907.55	116,425.99	16,381.45	100,044.54
3200	3299	Combined Program Implementation	14.070%	85.930%	-	-	-	7,544.20	1,061.49	6,482.71	7,544.20	1,061.49	6,482.71
		Foodservice			37,399.15	5,262.16	32,136.99	86,571.04	12,180.78	74,390.26	123,970.19	17,442.94	106,527.25
4100	4111	Beef Loving Texans Store	100.000%	0.000%	1,475.32	1,475.32	-	14,938.83	14,938.83	-	16,414.15	16,414.15	-
4100	4112	BLT Branding & Promotions	14.070%	85.930%	378,202.06	53,214.06	324,988.00	105,774.96	14,882.82	90,892.14	483,977.02	68,096.88	415,880.14
4100	4113	BLT Paid Advertising	14.070%	85.930%	630,701.37	88,741.40	541,959.97	1,179.65	165.98	1,013.67	631,881.02	88,907.38	542,973.64
4100	4116	Industry Meetings & Planning	14.070%	85.930%	9,524.84	1,340.17	8,184.67	12,583.73	1,770.57	10,813.16	22,108.57	3,110.74	18,997.83
4100	4121	BLT Earned Media	14.070%	85.930%	70,719.43	9,950.42	60,769.01	4,718.85	663.96	4,054.89	75,438.28	10,614.38	64,823.90
4100	4126	BLT Content	14.070%	85.930%	18,474.28	2,599.38	15,874.90	60,111.10	8,457.80	51,653.30	78,585.38	11,057.18	67,528.20
4100	4131	BLT Brand Activation	14.070%	85.930%	371,250.66	52,235.98	319,014.68	116,714.98	16,422.12	100,292.86	487,965.64	68,658.10	419,307.54
4100	4132	Brand Partnerships	14.070%	85.930%	10,977.66	1,544.59	9,433.07	1,956.04	275.22	1,680.82	12,933.70	1,819.81	11,113.89
4100	4133	Information Dissemination	14.070%	85.930%	71,497.14	10,059.84	61,437.30	13,693.66	1,926.74	11,766.92	85,190.80	11,986.58	73,204.22
4100	4199	Combined Program Implementation	14.070%	85.930%	-	-	-	198,359.77	27,909.76	170,450.01	198,359.77	27,909.76	170,450.01
		Consumer Marketing			1,562,822.76	221,161.16	1,341,661.60	530,031.57	87,413.80	442,617.77	2,092,854.33	308,574.96	1,784,279.37
4200	4216	Industry Meetings & Planning	14.070%	85.930%	3,155.19	443.94	2,711.25	-	-	-	3,155.19	443.94	2,711.25
4200	4222	Health Professional Outreach	14.070%	85.930%	59,851.42	8,421.26	51,430.16	13,245.29	1,863.65	11,381.64	73,096.71	10,284.91	62,811.80
4200	4224	Medical Office Outreach	14.070%	85.930%	684,267.30	96,278.27	587,989.03	8,413.79	1,183.84	7,229.95	692,681.09	97,462.11	595,218.98
4200	4225	Nutrition Content	14.070%	85.930%	697.96	98.20	599.76	11,096.64	1,561.33	9,535.31	11,794.60	1,659.53	10,135.07
4200	4234	Consumer Nutrition Education	14.070%	85.930%	48,506.68	6,825.02	41,681.66	30,514.42	4,293.46	26,220.96	79,021.10	11,118.48	67,902.62
4200	4299	Combined Program Implementation	14.070%	85.930%	-	-	-	80,115.16	11,272.42	68,842.74	80,115.16	11,272.42	68,842.74
		Nutrition & Health			796,478.55	112,066.69	684,411.86	143,385.30	20,174.70	123,210.60	939,863.85	132,241.39	807,622.46
5100	5111	Crisis Communications	100.000%	0.000%	-	-	-	-	-	-	-	-	-
5100	5112	Industry Advocacy	14.070%	85.930%	15,576.74	2,191.69	13,385.05	29,775.70	4,189.52	25,586.18	45,352.44	6,381.21	38,971.23
5100	5113	Issues & Reputation Management	14.070%	85.930%	1,500.00	211.05	1,288.95	9,164.82	1,289.52	7,875.30	10,664.82	1,500.57	9,164.25
5100	5115	Production Content	14.070%	85.930%	31,675.78	4,456.87	27,218.91	10,921.17	1,536.64	9,384.53	42,596.95	5,993.51	36,603.44
5100	5116	AgriLife Extension Engagement	14.070%	85.930%	185.37	26.08	159.29	4,319.59	607.78	3,711.81	4,504.96	633.86	3,871.10

TBC/BPRCT EXPENSE ALLOCATIONS

YEAR-TO-DATE THROUGH APRIL 30, 2025

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	14.070%	85.930%	-	-	-	55,347.76	7,787.58	47,560.18	55,347.76	7,787.58	47,560.18
		Issues & Reputation Management			48,937.89	6,885.69	42,052.20	109,529.04	15,411.04	94,118.00	158,466.93	22,296.73	136,170.20
6100	6111	Producer Direct Communications	14.070%	85.930%	33,603.38	4,728.09	28,875.29	129,493.26	18,220.05	111,273.21	163,096.64	22,948.14	140,148.50
6100	6112	Producer Assets	14.070%	85.930%	4,615.92	649.47	3,966.45	7,147.09	1,005.62	6,141.47	11,763.01	1,655.09	10,107.92
6100	6113	Producer Influencer Communications	14.070%	85.930%	9,379.70	1,319.75	8,059.95	7,455.07	1,048.95	6,406.12	16,834.77	2,368.70	14,466.07
6100	6115	Industry Meetings & Planning	14.070%	85.930%	2,209.09	310.82	1,898.27	14,043.93	1,976.02	12,067.91	16,253.02	2,286.84	13,966.18
6100	6116	Producer Earned Media	14.070%	85.930%	9,137.94	1,285.73	7,852.21	1,217.00	171.24	1,045.76	10,354.94	1,456.97	8,897.97
6100	6117	Producer Paid Media	14.070%	85.930%	93,477.27	13,152.51	80,324.76	-	-	-	93,477.27	13,152.51	80,324.76
6100	6118	Producer Strategy	14.070%	85.930%	38,683.82	5,442.92	33,240.90	7,507.32	1,056.30	6,451.02	46,191.14	6,499.22	39,691.92
6100	6199	Combined Program Implementation	14.070%	85.930%	-	-	-	36,742.49	5,169.77	31,572.72	36,742.49	5,169.77	31,572.72
		Producer Communications			191,107.12	26,889.29	164,217.83	203,606.16	28,647.95	174,958.21	394,713.28	55,537.24	339,176.04
7100	7111	Beef Quality Assurance	14.070%	85.930%	(20,906.09)	(2,941.54)	(17,964.55)	25,937.59	3,649.49	22,288.10	5,031.50	707.95	4,323.55
7100	7112	AgriLife BQA Travel	0.000%	100.000%	9,676.33	-	9,676.33	-	-	-	9,676.33	-	9,676.33
7100	7113	Industry Meetings & Planning	14.070%	85.930%	107.25	15.09	92.16	2,733.84	384.66	2,349.18	2,841.09	399.75	2,441.34
7100	7131	Beef Quality & Safety Research	14.070%	85.930%	1,052.63	148.11	904.52	6,093.35	857.35	5,236.00	7,145.98	1,005.46	6,140.52
7100	7199	Combined Program Implementation	10.553%	89.447%	-	-	-	7,455.22	786.73	6,668.49	7,455.22	786.73	6,668.49
		Beef Quality & Beef Safety			(10,069.88)	(2,778.34)	(7,291.54)	42,220.00	5,678.23	36,541.77	32,150.12	2,899.89	29,250.23
8100	8111	USMEF Programs	14.070%	85.930%	43,455.08	6,114.25	37,340.83	9,626.02	1,354.41	8,271.61	53,081.10	7,468.66	45,612.44
8100	8112	International Industry Meetings	100.000%	0.000%	5,206.17	5,206.17	-	6,338.36	6,338.36	-	11,544.53	11,544.53	-
8100	8199	Combined Program Implementation	57.035%	42.965%	-	-	-	6,678.16	3,808.90	2,869.26	6,678.16	3,808.90	2,869.26
		Export Market Development			48,661.25	11,320.42	37,340.83	22,642.54	11,501.67	11,140.87	71,303.79	22,822.09	48,481.70
Grand Total					2,772,126.77	405,606.64	2,366,520.13	1,898,269.15	530,359.80	1,367,909.35	4,670,395.92	935,966.44	3,734,429.48

TBC ACTION ITEM: C

Appointment of Nominating Committee

Action Item:

Approve the nominating committee.

The Chairman nominates the following Directors for appointment to the Nominating Committee:

Fred Schuetze, Chairman
Marsha Shoemaker
Richard Winter

Background:

The TBC Bylaws, Article VI, Committees, Section 3. Nominating Committee reads: *"The Chairman shall appoint a Nominating Committee, with approval of the Board, to recommend a candidate(s) for Chairman, Vice Chairman and the Executive Committee. The Nominating Committee shall present its recommendations to the entire Board, by mail or other means of transmittal, at least 10 days before the meeting at which the newly elected officials shall take office. The Nominating Committee shall be composed of three directors, which shall include the immediate Past Chairman, unless the immediate Past Chairman is unable or unwilling to serve; provided that no two directors be from the same Qualified Organization."*

Rationale:

The TBC Bylaws, Article V, Officers and Administration, Section 3. Qualification and Election read, in part, as follows: *"Officers shall be elected by the Directors, from the current Board, and 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 appointed at the June meeting.

Financial Impact:

None

Staff Impact:

None

TBC ACTION ITEM: D

Approve Check Signers

Action Item:

Authorize the following individuals to sign checks and conduct other banking business for TBC:

Molly McAdams
Michael Loeffler
Jennifer Matison
Jason Bagley
Nancy Allender

Background:

In order to efficiently conduct business transactions on a daily basis, TBC shall authorize individuals to sign checks and conduct other banking business on behalf of the organization.

Rationale:

Article VII, Section 3. Checks and Contracts of the TBC Bylaws state that "All checks, drafts and contracts shall have two signatures, by such officer(s) and/or staff as shall from time to time be determined by the Board."

Financial Impact:

None

Staff Impact:

None

