



**TEXAS BEEF COUNCIL**

**Texas Beef Council  
Board Meeting Recap  
Thursday, June 5, 2025**

**New Director Sworn In**

The Texas Beef Council (TBC) welcomed Director, James Uhl, who took an oath of office administered by the Texas Department of Agriculture. Uhl represents Texas & Southwestern Cattle Raisers Association.

**Budget & Financials**

The TBC Board approved the Executive Committee's redirection of FY25 budget funds, moving money from programs expected to be under budget to those projected to be over budget. The Committee also approved voluntary national investments to be included in the FY26 budget. Final FY26 budgets will be submitted for approval at the August meeting. Additionally, the Board approved the year-to-date financial statements through April 2025 as presented by the Audit & Budget Committee.

**Advisory Committees Joint Report**

TBC staff shared the following trends impacting the cattle industry and Texas consumers:

- Reports of the current state of the beef industry highlight prevailing high cattle prices and sustained beef demand.
- Texas's robust agricultural and economic position and evolving demographics, such as the increasing diversity and declining median age of the population, will likely impact beef consumption.
- Texans hold positive views of beef and beef production, alongside a rising interest in protein and health-conscious eating. High-protein diets continue to gain traction, driving increased demand for protein-rich foods, like beef, particularly among individuals using GLP-1 medications.
- Consumer trends indicate a preference for value, convenience, and quality protein, with Ground Beef continuing to dominate retail and foodservice sales. Additional trends suggest that as younger consumers begin to seek quick meals and new cuisines, high grocery prices drive cost-saving substitution behaviors among consumers.

## **Executive Vice President's Report – Molly McAdams**

Anne Anderson, former EVP of TBC will be awarded the 2025 Beef Checkoff Visionary Award during the CBB Board Meeting at the Summer Business Meeting and again during the luncheon Tuesday, July 8.

Molly McAdams introduced new staff members: Cheryl Clark, Kelley Wirtz, Elise Stovall, Lauren Black, and Maggie Davis. She also welcomed the newest addition to the TBC family, Ada Kathryn Louise Heller, daughter of Victoria and Heston Heller.

McAdams updated the Board on preparations in Texas for the potential introduction of the New World Screwworm. Rachel Chou manages the Beef Issues Team, which facilitates communication among Texas cattle organizations to share accurate information and respond to issues. Issues management and crisis communications are crucial to our role.

McAdams introduced Kaylee Greiner, Manager of Retail and Foodservice Engagement, to update the Board on an in-store signage project for H-E-B's meat department. Greiner also presented nutritional information analyzed for over 2,500 fresh beef products sold at H-E-B. These initiatives aim to inspire trust and choice in beef by providing accurate information about our product.

## **U.S. Meat Export Federation Director Report**

Kara Dudley and TBC staff attended the U.S. Meat Export Federation (USMEF) conference in Fort Worth. They received updates on USMEF's funding and international marketing efforts in Ghana and Hong Kong. Overall, global demand for U.S. beef remains strong. However, challenges include high prices, global uncertainty regarding tariffs, and beef plant eligibility for China. Dudley also reported on a retail trend related to GLP-1 drugs and increased protein consumption.

## **Litigation Update**

### **R-CALF vs Perdue - Filed September 11, 2020**

On Friday, March 28, the U.S. District Court for the District of Columbia issued a Memorandum Opinion and Order granting USDA's motion for summary judgment on the issue of standing in the case *Ranchers-Cattlemen Action Legal Fund (R-CALF) v. USDA*. In that case, R-CALF alleged that USDA violated the Administrative Procedure Act ("APA") by entering into Memoranda of Understanding ("MOUs") with Qualified State Beef Councils without conducting notice-and-comment rulemaking. USDA moved for summary judgment, arguing that R-CALF does not have standing

to challenge the MOUs, because R-CALF and its members did not sustain a concrete injury that is traceable to the MOUs.

The Court agreed with USDA, holding that R-CALF failed to meet its burden of demonstrating that it has standing to challenge the MOUs under the APA. The Court granted USDA's motion for summary judgment and denied R-CALF's cross-motion for partial summary judgment on standing.

The Court's order is a final judgment, which means that the case has been disposed of in its entirety.

### **OFF Act**

As promised during the meeting, details about this proposed legislation can be found via the Director Portal.

### **Next Meeting**

August 21, 2025, at Texas Beef Council