



TEXAS BEEF COUNCIL

Texas Beef Council
Board of Directors Meeting Recap
Thursday, August 21, 2025

Budget & Financials

The Texas Beef Council (TBC) FY26 Marketing Plan and Budget was reviewed and approved. The TBC Board also accepted year-to-date financial statements through June 2025 and set the Texas Beef Checkoff assessment rate at the maximum of \$1.00 per head, as approved by referendum vote in June 2014.

Nominating Committee Report

The Nominating Committee received approval to appoint the following Directors to serve on the following committees for FY26:

- Executive Committee: Brandi Richards (Chairman), Shannon Treichel (Vice-Chairman), Pat Shields (Immediate Past Chairman), Brian Malaer, Kara Dudley
- Audit & Budget Committee: Shannon Treichel, Kara Dudley, Pat Shields

Advisory Committee Reports

TBC staff met with the Marketing and Beef Resources Advisory Committees in August to present detailed FY26 marketing plans and budgets for review. The committees accepted the plans as presented and recommended them to the Board.

- TBC Marketing Staff highlighted the framework for measuring marketing effectiveness, distinguishing between inputs, outputs, and outcomes. Staff detailed marketing campaign plans for reaching health professionals, youth educators, and Texas consumers through in-person events, educational resources, and digital advertisements. Staff also discussed a strategic rebranding opportunity for the Beef Team, which the committee largely supported.
- TBC Beef Resources Staff highlighted program plans to drive outcome-based results that strategically align with the Texas Long Range Plan. Staff presented plans for targeting producers, channel partners, retailers, and youth educators

through strategic communications, educational opportunities, and brand partnerships. Key discussions included leveraging various platforms to reach audiences with more meaningful and impactful Beef Checkoff messages.

Executive Vice President's Report – Molly McAdams

- Molly provided an update on the Screwworm Coalition of Texas and the recently launched website screwwormtx.org. This website is for livestock producers, wildlife managers, and private landowners, and provides practical and timely information regarding the New World Screwworm. Most of the organizations with Directors on the Texas Beef Council are a part of this coalition.
- Michael Loeffler, Vice President of Finance and Operations, is retiring in August 2025 after 29 years of service. A University of Texas accounting graduate, Michael began his tenure in 1996 and has expressed a deep appreciation for the people he worked with and for Texas beef producers, having grown up in a farming and ranching community. Molly commended Michael's exemplary service, fiscal guidance, and respect for producers. Nancy Allender will succeed him in the role of Vice President of Finance. In retirement, Michael plans to spend time with family and travel.

Cattle Industry Summer Business Meeting (San Diego, July 7-10) - Director Reports

TBC Directors participated in Beef Checkoff committee meetings at Cattle Industry Summer Business Meeting and provided updates on contractor proposals for FY26 programs across Checkoff Evaluation, Consumer Trust, Domestic Marketing, International Marketing, Nutrition and Health, Safety and Product Innovation, and Stakeholder Engagement. Committee recommendations were sent to the Beef Promotion Operating Committee for final budget decisions.

Other Business

- Qualified organizations nominated individuals to represent their industry segment on the TBC Board for FY26.
- TBC recognized retiring Directors Marsha Shoemaker (Texas CattleWomen), Neil Dudley (Southwest Meat Association), Fred Schuetze (Texas Purebred Cattle Alliance), and Richard Winter (Texas Cattle Feeders Association) for their service.

Litigation Updates

Since our June Board meeting, two lawsuits related to the Beef Checkoff have been filed. The first is Animal Legal Defense Fund vs Agricultural Marketing

Service and United States Department of Agriculture. The second is the Ranchers Rights Initiative vs the North Dakota Beef Commission / Governor of North Dakota.

FY26 Meeting Dates

- November 19, 2025 (*New Director Orientation*)
- November 20, 2025
- February 12, 2026 (*Virtual*)
- June 4, 2026
- August 20, 2026