

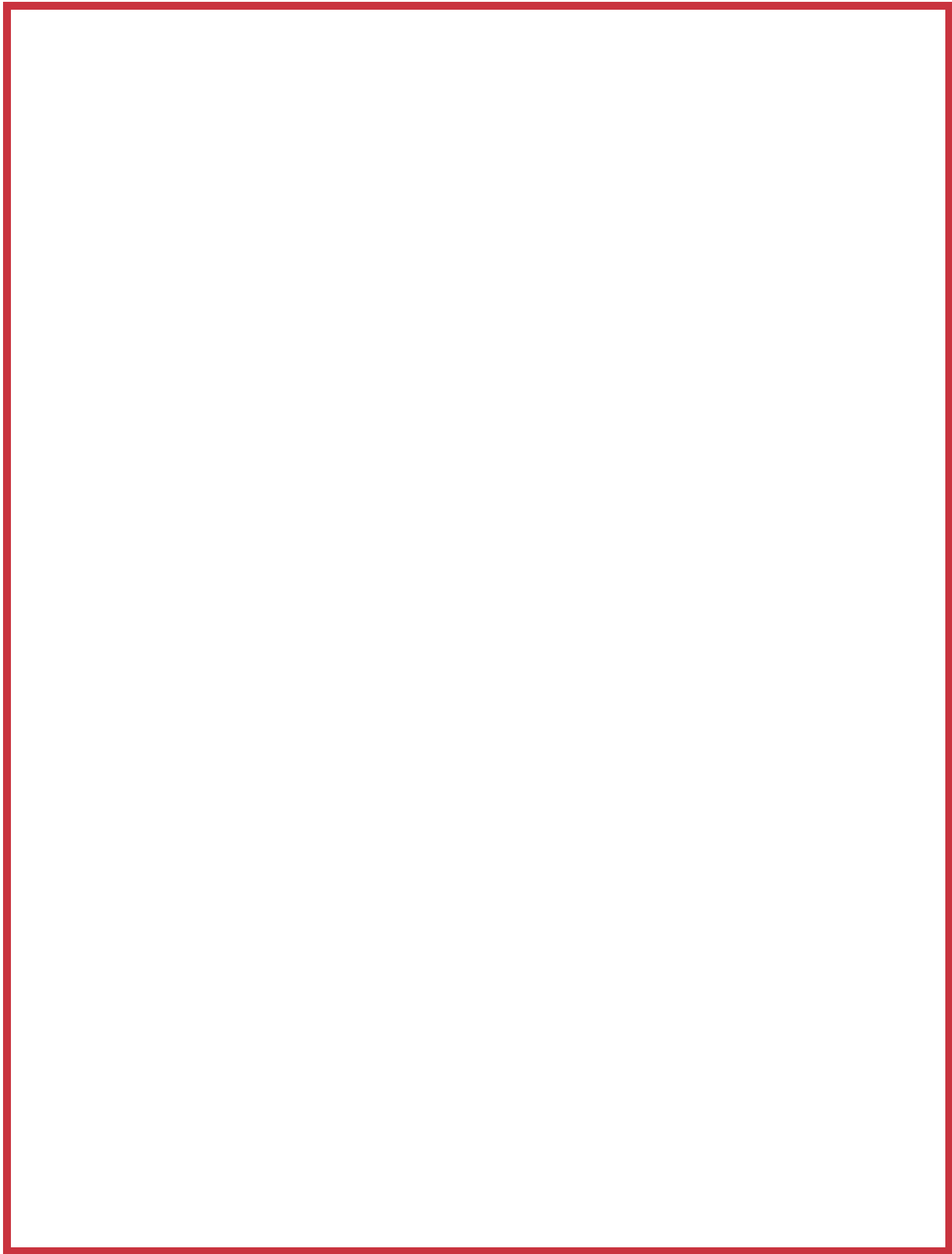
Texas Beef Council

BOARD OF DIRECTORS MEETING

FEBRUARY 2026



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



**TEXAS BEEF COUNCIL
(TBC)
BOARD OF DIRECTORS MEETING**

**Thursday, February 12, 2026
8:30 AM**

AGENDA

- 1. Call to Order and Establish Quorum**
- 2. Approval of Minutes**
- 3. Action Items**
 - Audit and Budget Committee Report
 - A. Accept FY26 Financial Statements
 - B. Accept FY25 Audited Financial Statements
- 4. Discussion of Other Business**
 - A. Checkoff Litigation Update
 - B. Federation and CBB Director Reports
 - C. Federation Revenue Seat Holder Report
 - D. NCBA and USMEF Audited Financial Statements
 - E. Next Board Meeting – June 4, 2026
- 5. Other Business**
- 6. Adjourn**

MINUTES

TEXAS BEEF COUNCIL
Board of Directors
Meeting Report

Chairman's Name: Brandalyn Richards
Meeting Time/Date: 11:39 AM, Wednesday, November 20, 2025
Meeting Place: Texas Beef Council, Austin, Texas

Roll Call

Directors:

Amy Kirkland, Brandalyn Richards, Brian Malaer, Dane Elliott, David Baumann, George Harrison, James Uhl, Jan Elliott, John Connaway, John Van de Pol, Kara Dudley, Karrie Menz, Kerry Wiggins, Klazina de Boer, Lauren Lyssy, Leslie Callahan, Pat Shields, Sarah McKenzie, Shannon Treichel

Guests:

Dan Hale, Tim Niedecken, Kinley Hartman, Cheyenne Pierce

Staff:

Adriana Mora, Adrian Barajas, Amy Foster, Brooke Kaiser, Jennifer Matison, Kathleen Pickett, Molly McAdams, Nancy Allender, Rachel Chou, Victoria Heller

Decisions Made

The Chair called the meeting to order and established a quorum.

Approved the minutes of the August 21, 2025 Board Meeting

Motion by George Harrison Second by John Connaway Motion Passed

Approved Action Item A – Ratification of Executive Committee Action

Motion by George Harrison Second by Kerry Wiggins Motion Passed

Approved Action Item B – Approve Operating Procedures

Motion by Pat Shields Second by George Harrison Motion Passed

Approved Action Item C – Accept Financial Statements

Motion by Shannon Treichel Second by Kerry Wiggins Motion Passed

Officer and Committee Reports

Beef Resources Committee Report

Dane Elliott reported that the Beef Resources Committee met to review the FY25 Program Evaluations and the FY26 Marketing Plan, including the tactical areas for international marketing, channel marketing, producer communications, and research. The Committee engaged in detailed discussions of the retail, foodservice, and producer communication areas.

Marketing Committee Report

Amy Kirkland reported on the Marketing Committee meeting during which the Committee reviewed the FY25 Program Evaluations and the FY26 Marketing Plan, including the continued implementation of the CRM system, social media strategy,

digital campaigns, Smoke Lab, Ultimate Beef Trail pass, Sports Nutrition Game Plan, educational resources, Medical Office Outreach program, and the new Registered Dietitian Referral program.

Executive Vice President's Report

Molly McAdams reported on TBC's Strategic Plan in action through staff activity during FY25. Brooke Kaiser provided an overview of the Customer Relationship Management (CRM) system, HubSpot, that is being used to track, measure, and leverage data on contacts' engagement and interactions with TBC programs, like Sports Nutrition Game Plan.

Executive Committee Report

Brandalyn Richards reported that the Executive Committee met on November 17, 2025, where the Committee reviewed and approved FY25 year-end budget redirections and TBC Employee Policies and Practices.

Audit & Budget Committee Report

Shannon Treichel reported on the meeting on November 17, 2025, where the Committee reviewed and accepted the September 2025 financial statements. The Committee recommends the Board's acceptance of the financial statements.

Discussion Items Not Requiring Action

Beef Checkoff Litigation Update

Molly McAdams explained two lawsuits related to the Beef Checkoff. Neither lawsuit affects Texas at this time.

USMEF Board Meeting Report

Kara Dudley reported on the recent USMEF Board meeting, noting export updates worldwide. She also explained programs conducted by USMEF, a contractor to the Beef Checkoff, in various countries during the past year. Additionally, Kara provided a recap on the USMEF Heartland Trip in September 2025 to Seoul, Korea.

New Director Orientation Report

Brandalyn Richards called on David Baumann to report on the TBC New Director Orientation.

Future Meeting Dates

The next Board meeting dates for FY26 will be on:

February 12, 2026

June 4, 2026 (Austin)

August 20, 2026 (Austin)

Adjourn

Meeting Adjourned at 12:49 PM

Report Submitted by:

Brandalyn Richards

Date Submitted: February 13, 2026

Distribution: Board of Directors

ACTION ITEMS

TBC ACTION ITEM: A

Accept Financial Statements

Action Item:

Accept the financial statements for December 2025 as presented by the Audit & Budget Committee.

Background:

The December financial statements are presented using the modified cash basis. They 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 (BPRCT).

Rationale:

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

Financial Impact:

None

Staff Impact:

Approximately 15 hours to prepare monthly financial statements and management reports.



TEXAS BEEF COUNCIL

To: **Board of Directors**
From: **Nancy Allender**
Re: **December 2025 Financial Statements**

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

Statements of Activities - Comparative

- Year-to-date FY26 revenues remain behind the prior year, showing a \$77,551 or (6%) reduction compared to FY25, and compared to FY24 revenues have decreased by \$174,585 or (13%).
- Year-to-date FY26 expenses for Consumer Marketing realized a favorable variance of \$206,195 (36%) compared to FY25. This reduction is primarily attributed to savings from the State Fair. We evolved our State Fair presence by prioritizing attendee data collection over material distribution to maximize post-event reach and ROI. Another significant portion of the variance is driven by the timing of advertising placements; we spent less in Q1 with the intent to increase advertising in Q2.
- Year-to-date FY26 expenses for Beef Resources decreased by \$136,584 (37%) compared to FY25. This favorable variance is driven by several factors: the non-recurring H-E-B signage project was finalized in FY25, resulting in a direct year-over-year cost reduction. A strategic shift in our culinary approach within Foodservice, introduced in FY25, continues to drive lower costs through the first quarter of FY26. Producer Communications is currently evaluating digital media campaigns, leading to a temporary reduction in advertising spend during Q1. Beef Quality and Safety received proceeds from the sale of meat following the Beef 706 programs because the associated cattle and feed costs were expensed in the prior year.

Monthly Collection Summary

Year-to-date revenues are \$32,597, or 2.6% below the year-to-date budget.

Investments

Investment activity during the first quarter of the fiscal year included proceeds of \$300,000 from the maturity of a Treasury bill in October, followed by \$484,000 from two maturing Certificates of Deposit (CDs) in November and December. In November, we reinvested \$480,000 into two new CDs (\$240,000 each), with maturities in October and November 2026. As of December 31, 2025, the average portfolio yield stands at 4.02%. This represents a decrease from the 4.626% yield reported on December 31, 2024, reflecting the broader downward trend in market interest rates over the past year.

If you have any questions about the financial statements or would like to see any additional information, call me at 512-799-4838 or send an email message to nancy@txbeef.org.

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

	<u>12/31/25</u>	<u>12/31/24</u>	<u>12/31/23</u>
ASSETS			
Current Assets			
Cash and Cash Equivalents	\$ 2,930,565	\$ 2,376,273	\$ 2,664,278
Investments	2,611,952	2,617,483	2,320,442
Accounts Receivable			
Beef Promotion & Research Council of Texas	445,348	2,257,330	1,768,010
Other	4,967	6,516	8,325
Prepaid Expenses	330,418	284,239	136,965
Inventory	186,749	265,849	396,719
	<u>6,509,999</u>	<u>7,807,690</u>	<u>7,294,739</u>
Total Current Assets			
Fixed Assets			
Furniture & Fixtures	219,590	222,675	216,052
Equipment & Supplies	444,351	437,105	427,816
Automobiles	451,845	422,030	422,031
Website Development	645,621	645,620	520,740
Building, Land, & Improvements	2,090,128	2,077,457	2,059,883
	<u>3,851,535</u>	<u>3,804,887</u>	<u>3,646,522</u>
Less Accumulated Depreciation	(2,795,726)	(2,550,452)	(2,358,431)
	<u>1,055,809</u>	<u>1,254,435</u>	<u>1,288,091</u>
	<u>\$ 7,565,808</u>	<u>\$ 9,062,125</u>	<u>\$ 8,582,830</u>
LIABILITIES & NET ASSETS			
Current Liabilities			
Accounts Payable			
Trade	\$ 195,969	\$ 268,501	\$ 252,769
Beef Promotion & Research Council of Texas	710,634	2,551,571	2,732,853
Other States	81,909	80,976	62,896
Cattlemen's Beef Board	373,066	422,038	481,204
National Program Investments	589,250	607,500	750,000
Deferred Revenue	33,442	50,550	35,221
	<u>1,984,270</u>	<u>3,981,136</u>	<u>4,314,943</u>
Total Current Liabilities			
Net Assets			
Unrestricted net assets	5,581,538	5,080,989	4,267,887
	<u>\$ 7,565,808</u>	<u>\$ 9,062,125</u>	<u>\$ 8,582,830</u>

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

	One Month Period Ended			Year-to-Date Through		
	12/31/2025	12/31/2024	12/31/2023	12/31/2025	12/31/2024	12/31/2023
REVENUES						
Checkoff Revenues						
Texas Checkoff Revenues	\$ 301,444	\$ 330,498	\$ 362,397	\$ 1,035,852	\$ 1,091,292	\$ 1,147,222
Out-of-State Checkoff Revenues	52,717	69,958	94,238	168,301	190,098	228,826
Late Fee Income	291	112	2,510	343	657	3,033
	<u>354,452</u>	<u>400,568</u>	<u>459,145</u>	<u>1,204,496</u>	<u>1,282,047</u>	<u>1,379,081</u>
BPRCT Contract Revenues						
BPRCT Contract Revenues	445,347	564,975	931,162	1,088,505	1,429,614	1,732,556
Other Revenues						
Interest Revenues	16,880	18,307	20,477	47,310	51,007	51,821
Other Revenues	1,821	484	-	5,130	3,366	-
	<u>18,701</u>	<u>18,791</u>	<u>20,477</u>	<u>52,440</u>	<u>54,373</u>	<u>51,821</u>
BLT Store						
Sales, Net of Discounts & Cost of Sale	(1,823)	(3,038)	269	(4,419)	(2,537)	(2,268)
	<u>816,677</u>	<u>981,296</u>	<u>1,411,053</u>	<u>2,341,022</u>	<u>2,763,497</u>	<u>3,161,190</u>
EXPENSES						
National & State Program Investments						
Federation of State Beef Councils	-	-	-	-	-	-
U.S. Meat Export Federation	-	-	-	-	-	-
Texas CattleWomen	-	-	-	-	-	-
National Support	8,528	509	-	21,580	3,090	-
	<u>8,528</u>	<u>509</u>	<u>-</u>	<u>21,580</u>	<u>3,090</u>	<u>-</u>
Marketing						
Consumer Marketing	146,916	248,347	606,598	367,654	573,849	805,662
Nutrition & Health	119,726	84,632	126,442	324,758	312,203	367,560
Program Implementation	102,595	100,796	90,733	255,433	263,319	242,939
	<u>369,237</u>	<u>433,775</u>	<u>823,773</u>	<u>947,845</u>	<u>1,149,371</u>	<u>1,416,161</u>
Beef Resources						
Channel Marketing						
Retail	4,234	18,802	2,307	5,113	25,327	11,301
Foodservice	2,003	3,459	2,558	9,720	17,271	29,404
Issues & Reputation Management	3,946	649	836	7,329	9,138	18,559
Producer Communications	37,660	39,491	80,236	70,310	96,552	108,920
Beef Quality & Beef Safety	440	12,841	10,573	(43,879)	(14,795)	14,611
Export Market Development	1,556	7	-	4,368	2,422	1,695
Program Implementation	70,329	92,947	69,991	184,567	238,197	198,502
	<u>120,168</u>	<u>168,196</u>	<u>166,501</u>	<u>237,528</u>	<u>374,112</u>	<u>382,992</u>
Collections & Compliance						
Collection & Compliance Activities	7,120	4,647	8,761	13,041	12,551	14,914
Program Implementation	17,590	18,847	21,670	46,344	45,892	48,358
	<u>24,710</u>	<u>23,494</u>	<u>30,431</u>	<u>59,385</u>	<u>58,443</u>	<u>63,272</u>
Administration						
Administration	68,019	74,946	73,028	170,957	203,722	218,541
	<u>590,662</u>	<u>700,920</u>	<u>1,093,733</u>	<u>1,437,295</u>	<u>1,788,738</u>	<u>2,080,966</u>
TOTAL INCREASE IN NET ASSETS	<u>\$ 226,015</u>	<u>\$ 280,376</u>	<u>\$ 317,320</u>	<u>\$ 903,727</u>	<u>\$ 974,759</u>	<u>\$ 1,080,224</u>

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

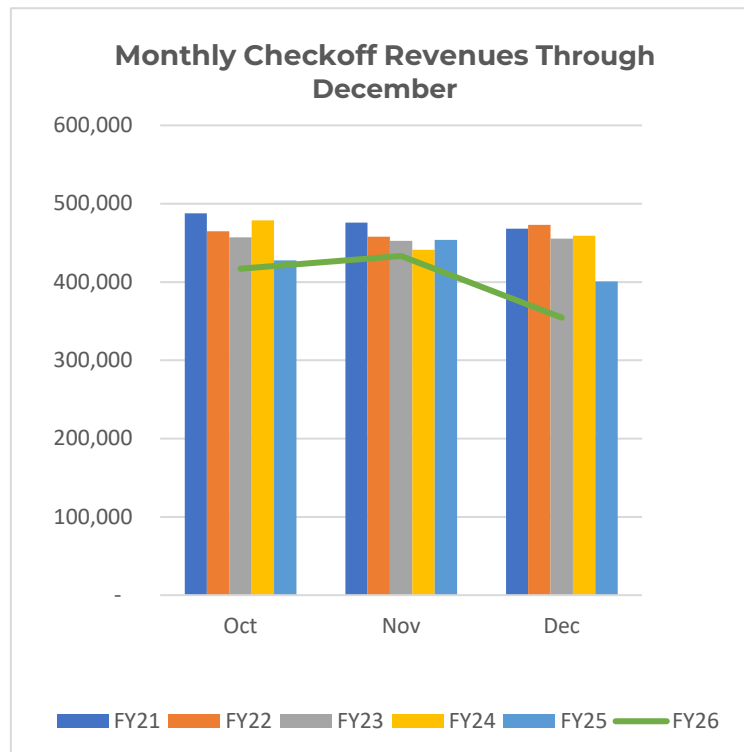
	% Rev	Year-to-Date 12/31/25	Annual Budget	% Budget
<i>Percent of year expired</i>				25%
REVENUES				
Checkoff Revenues				
Texas Checkoff Revenues	44.25%	\$ 1,035,852	\$ 3,615,126	
Out-of-State Checkoff Revenues	7.19%	168,301	619,874	
Late Fee Income	0.01%	343		
	51.45%	1,204,496	\$ 4,235,000	28.44%
BPRCT Contract Revenues				
BPRCT Contract Revenues	46.50%	1,088,505	9,192,000	12%
Other Revenues				
Interest Revenues	2.02%	47,310	153,000	31%
Other Revenues	0.22%	5,130	2,000	0%
	2.24%	52,440	155,000	34%
BLT Store				
Sales, Net of Discounts & Cost of Sales	-0.19%	(4,419)	(22,000)	20%
	100.00%	2,341,022	13,560,000	17%
EXPENSES				
National & State Program Investments				
Federation of State Beef Councils	0.00%	-	1,095,000	0%
U.S. Meat Export Federation	0.00%	-	1,095,000	0%
Texas CattleWomen	0.00%	-	20,000	0%
National Support	0.92%	21,580	25,000	86%
	0.92%	21,580	2,235,000	1%
Direct Program Expenses				
Marketing				
Consumer Marketing	15.70%	367,654	5,144,500	7%
Nutrition & Health	13.87%	324,758	1,945,000	17%
	29.58%	692,412	7,089,500	10%
Beef Resources				
Channel Marketing				
Retail	0.22%	5,113	126,000	4%
Foodservice	0.42%	9,720	138,000	7%
Issues & Reputation Management	0.31%	7,329	65,500	11%
Producer Communications	3.00%	70,310	465,000	15%
Beef Quality & Beef Safety	-1.87%	(43,879)	87,000	-50%
Export Market Development	0.19%	4,368	180,000	2%
	2.26%	52,961	1,061,500	5%
Collection & Compliance Activities				
	0.56%	13,041	125,000	10%
	32.40%	758,414	8,276,000	9%
Program Implementation				
	28.08%	657,301	3,324,000	20%
	61.40%	1,437,295	13,835,000	10%
TOTAL INCREASE IN NET ASSETS	38.60%	\$ 903,727	\$ (275,000)	-329%

TEXAS BEEF COUNCIL

Monthly Federal Checkoff Summary by Producer Type

(Modified Cash Basis)

Item Description	Oct	Nov	Dec	FY25 Total	Pct.
Dealers	52,525	62,520	46,633	161,678	6.6%
Feedyards	35,226	38,271	31,206	104,703	4.3%
Individuals	5,439	5,576	3,423	14,438	0.6%
Markets	361,631	356,519	278,718	996,868	40.6%
Packers	274,822	288,328	280,138	843,288	34.3%
	729,643	751,214	640,118	2,120,975	86.3%
Late Fees	74	29	581	684	0.0%
State of Origin In	109,787	121,382	105,434	336,603	13.7%
Collections for Texas	839,504	872,625	746,133	2,458,262	100%
Less Payable to CBB	(419,752)	(436,313)	(373,067)	(1,229,132)	50.0%
TBC Collections	419,752	436,312	373,066	1,229,130	
Deferred Revenue Adjustment	(2,886)	(3,136)	(18,615)	(24,637)	
Revenue Recognized	416,866	433,176	354,451	1,204,493	
Budget	418,062	411,778	407,250	1,237,090	
Budget Variance	(1,196)	21,398	(52,799)	(32,597)	-2.6%
State of Origin Out	83,711	85,931	81,909	251,551	10%



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

Year-to-date collections through December

FY26 vs FY25

Item Description	Amount			Percentage			Percent Increase (Decrease)
	FY26	FY25	Difference	FY26	FY25	Difference	
Dealers	161,678	170,383	(8,705)	6.58%	6.45%	0.1%	-5.11%
Feedyards	104,703	125,100	(20,397)	4.26%	4.74%	-0.5%	-16.30%
Individuals	14,438	15,141	(703)	0.59%	0.57%	0.0%	-4.64%
Markets	996,868	996,711	157	40.55%	37.74%	2.8%	0.02%
Packers	843,288	952,238	(108,950)	34.30%	36.05%	-1.8%	-11.44%
	2,120,975	2,259,573	(138,598)	86.28%	85.55%	0.7%	-6.13%
Late Payment Fees	684	1,314	(630)	0.03%	0.05%	0.0%	-47.95%
State of Origin In	336,603	380,195	(43,592)	13.69%	14.40%	-0.7%	-11.47%
Collections for Texas	2,458,262	2,641,082	(182,820)	100.00%	100.00%	0.0%	-6.92%
Less Payable to CBB	(1,229,132)	(1,320,541)	91,410				
TBC Collections	1,229,130	1,320,541	(91,410)				
Deferred Revenue Adjustment	(24,637)	(38,494)					
Revenue Recognized	1,204,494	1,282,046					
Budgeted Amount	1,237,090	1,261,699					
Budget Variance	(32,596)	20,347					
State of Origin Out	251,551	220,065					

FY26 vs 5 Year Average

Item Description	Amount			Percentage			Percent Increase (Decrease)
	FY26	5 Yr Avg	Difference	FY26	5 Yr Avg	Difference	
Dealers	161,678	175,732	(14,054)	6.58%	6.23%	0.3%	-8.69%
Feedyards	104,703	169,931	(65,228)	4.26%	6.03%	-1.8%	-62.30%
Individuals	14,438	19,382	(4,944)	0.59%	0.69%	-0.1%	-34.24%
Markets	996,868	1,079,239	(82,371)	40.55%	38.29%	2.3%	-8.26%
Packers	843,288	970,125	(126,837)	34.30%	34.42%	-0.1%	-15.04%
	2,120,975	2,414,409	(293,434)	86.28%	85.66%	0.6%	-13.83%
Late Payment Fees	684	2,543	(1,859)	0.03%	0.09%	-0.1%	-271.78%
State of Origin In	336,603	401,633	(65,030)	13.69%	14.25%	-0.6%	-19.32%
Collections for Texas	2,458,262	2,818,585	(360,323)	100.00%	100.00%	0.0%	-14.66%
Less Payable to CBB	(1,229,132)	(1,409,292)	180,162				
TBC Collections	1,229,130	1,409,293	(180,161)				
Deferred Revenue Adjustment	(24,637)	(38,608)					
Revenue Recognized	1,204,493	1,370,685					
Budgeted Amount	1,237,090	1,355,686					
Budget Variance	(32,597)	14,999					
State of Origin Out	251,551	227,496					

TBC/BPRCT EXPENSE ALLOCATIONS

YEAR-TO-DATE THROUGH DEC 31, 2025

Dept	Tactic	Tactic Description	Allocation		Direct Program Expenses			Program Implementation			Total		
			TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT
1200	1299	National Support	100.000%	0.000%	-	-	-	20,397.41	20,397.41	-	20,397.41	20,397.41	-
		National Support			-	-	-	20,397.41	20,397.41	-	20,397.41	20,397.41	-
2100	2197	TBC Administration	100.000%	0.000%	-	-	-	7,983.03	7,983.03	-	7,983.03	7,983.03	-
2100	2198	BPRCT Administration	0.000%	100.000%	-	-	-	783.19	-	783.19	-	-	783.19
2100	2199	Combined Administration	50.000%	50.000%	-	-	-	94,199.32	47,099.66	47,099.66	94,199.32	47,099.66	47,099.66
		Administration			-	-	-	102,965.54	55,082.69	47,882.85	102,965.54	55,082.69	47,882.85
2200	2297	TBC Accounting	100.000%	0.000%	-	-	-	-	-	-	-	-	-
2200	2298	BPRCT Accounting	0.000%	100.000%	-	-	-	1,238.28	-	1,238.28	1,238.28	-	1,238.28
2200	2299	Combined Accounting	50.000%	50.000%	-	-	-	67,684.02	33,842.01	33,842.01	67,684.02	33,842.01	33,842.01
		Accounting			-	-	-	68,922.30	33,842.01	35,080.29	68,922.30	33,842.01	35,080.29
2300	2311	Collection Activities	50.000%	50.000%	8,824.19	4,412.10	4,412.09	18,420.45	9,210.22	9,210.23	27,244.64	13,622.32	13,622.32
2300	2312	Compliance Activities	50.000%	50.000%	70.77	35.39	35.38	5,602.34	2,801.17	2,801.17	5,673.11	2,836.56	2,836.55
2300	2313	Field Staff Activities	50.000%	50.000%	3,928.17	1,964.09	1,964.08	7,392.87	3,696.43	3,696.44	11,321.04	5,660.52	5,660.52
2300	2314	Texas Checkoff Refunds	0.000%	100.000%	217.91	-	217.91	1,178.56	-	1,178.56	1,396.47	-	1,396.47
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%	-	-	-	13,672.27	5,127.10	8,545.17	13,672.27	5,127.10	8,545.17
		Collections & Compliance			13,041.04	6,411.58	6,629.46	46,266.49	20,834.92	25,431.57	59,307.53	27,246.50	32,061.03
3100	3111	Retail Engagement	17.056%	82.944%	3,423.23	583.87	2,839.36	13,027.61	2,221.99	10,805.62	16,450.84	2,805.86	13,644.98
3100	3112	Industry Meetings & Planning	17.056%	82.944%	1,690.00	288.25	1,401.75	287.61	49.05	238.56	1,977.61	337.30	1,640.31
3100	3199	Combined Program Implementation	17.056%	82.944%	-	-	-	8,280.88	1,412.39	6,868.49	8,280.88	1,412.39	6,868.49
		Retail			5,113.23	872.12	4,241.11	21,596.10	3,683.43	17,912.67	26,709.33	4,555.55	22,153.78
3200	3211	Foodservice Education	17.056%	82.944%	9,719.50	1,657.76	8,061.74	12,126.04	2,068.22	10,057.82	21,845.54	3,725.98	18,119.56
3200	3299	Combined Program Implementation	17.056%	82.944%	-	-	-	1,430.36	243.96	1,186.40	1,430.36	243.96	1,186.40
		Foodservice			9,719.50	1,657.76	8,061.74	13,556.40	2,312.18	11,244.22	23,275.90	3,969.94	19,305.96
4100	4111	Beef Loving Texans Store	100.000%	0.000%	2,640.96	2,640.96	-	2,382.83	2,382.83	-	5,023.79	5,023.79	-
4100	4112	BLT Branding & Promotions	17.056%	82.944%	124,744.88	21,276.53	103,468.35	48,794.74	8,322.45	40,472.29	173,539.62	29,598.98	143,940.64
4100	4113	BLT Paid Advertising	17.056%	82.944%	43,899.32	7,487.48	36,411.84	7,07.06	120.60	586.46	44,606.38	7,608.08	36,998.30
4100	4116	Industry Meetings & Planning	17.056%	82.944%	1,759.11	300.03	1,459.08	9,586.57	1,635.09	7,951.48	11,345.68	1,935.12	9,410.56
4100	4121	BLT Earned Media	17.056%	82.944%	22,234.83	3,792.38	18,442.45	235.54	40.17	195.37	22,470.37	3,832.55	18,637.82
4100	4126	BLT Content	17.056%	82.944%	26,479.95	4,516.43	21,963.52	22,516.93	3,840.49	18,676.44	48,996.88	8,356.92	40,639.96
4100	4131	BLT Brand Activation	17.056%	82.944%	114,488.19	19,527.14	94,961.05	36,355.62	6,200.83	30,154.79	150,843.81	25,727.97	125,115.84
4100	4132	Brand Partnerships	17.056%	82.944%	103.50	17.65	85.85	115.03	19.62	95.41	218.53	37.27	181.26
4100	4133	Information Dissemination	17.056%	82.944%	31,302.92	5,339.04	25,963.88	3,658.01	623.91	3,034.10	34,960.93	5,962.95	28,997.98
4100	4199	Combined Program Implementation	17.056%	82.944%	-	-	-	45,448.94	7,751.79	37,697.15	45,448.94	7,751.79	37,697.15
		Consumer Marketing			367,653.66	64,897.64	302,756.02	169,801.27	30,937.78	138,863.49	537,454.93	95,835.42	441,619.51
4200	4216	Industry Meetings & Planning	17.056%	82.944%	2,744.35	468.08	2,276.27	4,305.47	734.34	3,571.13	7,049.82	1,202.42	5,847.40
4200	4222	Health Professional Outreach	17.056%	82.944%	29,246.43	4,988.28	24,258.15	28,007.81	4,777.02	23,230.79	57,254.24	9,765.30	47,488.94
4200	4224	Medical Office Outreach	17.056%	82.944%	291,264.17	49,678.11	241,586.06	6,602.49	1,126.12	5,476.37	297,866.66	50,804.23	247,062.43
4200	4225	Nutrition Content	17.056%	82.944%	-	-	-	3,862.72	658.83	3,203.89	3,862.72	658.83	3,203.89
4200	4234	Consumer Nutrition Education	17.056%	82.944%	1,503.14	256.38	1,246.76	14,470.98	2,468.18	12,002.80	15,974.12	2,724.56	13,249.56
4200	4299	Combined Program Implementation	17.056%	82.944%	-	-	-	29,219.41	4,983.67	24,235.74	29,219.41	4,983.67	24,235.74
		Nutrition & Health			324,758.09	55,390.85	269,367.24	86,468.88	14,748.16	71,720.72	411,226.97	70,139.01	341,087.96
5100	5111	Crisis Communications	100.000%	0.000%	-	-	-	-	-	-	-	-	-
5100	5112	Industry Advocacy	17.056%	82.944%	197.55	33.69	163.86	6,689.19	1,140.91	5,548.28	6,886.74	1,174.60	5,712.14
5100	5113	Issues & Reputation Management	17.056%	82.944%	1,500.00	255.84	1,244.16	3,718.85	634.29	3,084.56	5,218.85	890.13	4,328.72
5100	5115	Production Content	17.056%	82.944%	-	-	-	2,796.94	477.05	2,319.89	2,796.94	477.05	2,319.89
5100	5116	AgriLife Extension Engagement	17.056%	82.944%	5,631.25	960.47	4,670.78	13,265.01	2,262.48	11,002.53	18,896.26	3,222.95	15,673.31

TBC/BPRCT EXPENSE ALLOCATIONS

YEAR-TO-DATE THROUGH DEC 31, 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	17.056%	82.944%	-	-	-	12,551.46	2,140.78	10,410.68	12,551.46	2,140.78	10,410.68
		Issues & Reputation Management			7,328.80	1,250.00	6,078.80	39,021.45	6,655.51	32,365.94	46,350.25	7,905.51	38,444.74
6100	6111	Producer Direct Communications	17.056%	82.944%	19,186.56	3,272.47	15,914.09	46,224.28	7,884.03	38,340.25	65,410.84	11,156.50	54,254.34
6100	6112	Producer Assets	17.056%	82.944%	1,150.20	196.18	954.02	3,173.25	541.23	2,632.02	4,323.45	737.41	3,586.04
6100	6113	Producer Influencer Communications	17.056%	82.944%	14,028.43	2,392.69	11,635.74	3,956.25	674.78	3,281.47	17,984.68	3,067.47	14,917.21
6100	6115	Industry Meetings & Planning	17.056%	82.944%	437.25	74.58	362.67	10,018.59	1,708.77	8,309.82	10,455.84	1,783.35	8,672.49
6100	6116	Producer Earned Media	17.056%	82.944%	1,905.50	325.00	1,580.50	-	-	-	1,905.50	325.00	1,580.50
6100	6117	Producer Paid Media	17.056%	82.944%	21,635.31	3,690.13	17,945.18	-	-	-	21,635.31	3,690.13	17,945.18
6100	6118	Producer Strategy	17.056%	82.944%	11,967.10	2,041.11	9,925.99	3,010.78	513.52	2,497.26	14,977.88	2,554.63	12,423.25
6100	6199	Combined Program Implementation	17.056%	82.944%	-	-	-	15,347.60	2,617.69	12,729.91	15,347.60	2,617.69	12,729.91
		Producer Communications			70,310.35	11,992.16	58,318.19	81,730.75	13,940.02	67,790.73	152,041.10	25,932.18	126,108.92
7100	7111	Beef Quality Assurance	17.056%	82.944%	(43,879.04)	(7,484.02)	(36,395.02)	8,992.40	1,533.75	7,458.65	(34,886.64)	(5,950.27)	(28,936.37)
7100	7112	AgriLife BQA Travel	0.000%	100.000%	-	-	-	-	-	-	-	-	-
7100	7113	Industry Meetings & Planning	17.056%	82.944%	-	-	-	324.75	55.39	269.36	324.75	55.39	269.36
7100	7131	Beef Quality & Safety Research	17.056%	82.944%	-	-	-	2,139.10	273.63	1,865.47	2,139.10	273.63	1,865.47
7100	7199	Combined Program Implementation	12.792%	87.208%	-	-	-	-	-	-	-	-	-
		Beef Quality & Beef Safety			(43,879.04)	(7,484.02)	(36,395.02)	11,456.25	1,862.77	9,593.48	(32,422.79)	(5,621.25)	(26,801.54)
8100	8111	USMEF Programs	17.056%	82.944%	3,456.00	589.46	2,866.54	9,357.34	1,595.99	7,761.35	12,813.34	2,185.45	10,627.89
8100	8112	International Industry Meetings	100.000%	0.000%	912.04	912.04	-	5,090.48	5,090.48	-	6,002.52	6,002.52	-
8100	8199	Combined Program Implementation	58.528%	41.472%	-	-	-	2,251.08	1,317.51	933.57	2,251.08	1,317.51	933.57
		Export Market Development			4,368.04	1,501.50	2,866.54	16,698.90	8,003.98	8,694.92	21,066.94	9,505.48	11,561.46
Grand Total					758,413.67	136,489.59	621,924.08	678,881.74	212,300.86	466,580.88	1,437,295.41	348,790.45	1,088,504.96

TBC ACTION ITEM: B

Accept Audited Financial Statements

Action Item:

Accept the audited financial statements for the fiscal year ended September 30, 2025, as presented by the Audit & Budget Committee.

Background:

The September 30, 2025, financial statements are presented in accordance with generally accepted accounting principles. They present the combined results of TBC and BPRCT and include a report on compliance with the Beef Promotion and Research Act & Order.

Rationale:

Annual audited financial statements are required by the TBC Bylaws and the Beef Promotion and Research Act & Order.

Financial Impact:

\$18,000 - \$19,000

Staff Impact:

Approximately 65 hours to prepare the audited financial statements and provide supporting documentation to the auditors.

