



Texas Beef Council Board Meeting Recap Thursday, June 4, 2026

Budget & Financials

The TBC Board approved the Executive Committee's redirection of FY26 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 FY27 budget. Final FY27 budgets will be submitted for approval at the August meeting. Additionally, the Board approved the year-to-date financial statements through April 2026 as presented by the Audit & Budget Committee.

Advisory Committees Joint Report

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

- Despite fluctuating consumer sentiment, meat remains a top grocery priority, with Beef continuing to dominate retail sales and volume through sustained growth across categories.
- Beef remains a pillar of high-protein and "Real Food" trends, providing a strong opportunity to position beef as a key component of overall wellness for health-conscious audiences.
- Economic and cultural shifts are evolving consumer purchasing behaviors, making it essential to maintain trust and confidence in beef amidst changing market dynamics.
- Digital transformation, including the adoption of AI, is reshaping how consumers—particularly younger generations—search for meal inspiration, nutrition information, and new cuisines.
- Producer engagement strategies are shifting toward data-driven, customized communications, ensuring producers see their investments in action and program activities are brought to life effectively.

Executive Vice President's Report – Molly McAdams

Molly McAdams introduced new staff members: Larsha Flowers and Caitlyn Warren.

McAdams updated the Board on the situation in Texas due to the 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 in supporting the agencies and membership organizations involved in the response.

Long Range Plan

The TBC Board approved the Texas Long Range Plan, which aligns with the national Beef Industry Long Range Plan, and will serve us from 2026 - 2031. The Fiscal Year 2027 marketing plan will align with this new Texas Long Range Plan on October 1, 2026.

U.S. Meat Export Federation Director Report

Kara Dudley and Jason Bagley attended the U.S. Meat Export Federation (USMEF) Spring Conference in Oklahoma City, OK from May 20-22. They received updates highlighting strong global demand for U.S. red meat and easing trade policies that are creating growth opportunities in Central America, the UK, and the Caribbean. Progress continues toward reopening the Chinese market, and a new duty-free quota in the UK is expected to boost competitiveness. Dudley also noted record export performance in the Caribbean and the success of new promotional programs in Colombia.

Litigation Update

Molly McAdams provided an update on Ranchers' Rights Initiative vs the North Dakota Beef Commission/Governor of North Dakota. At this time, the lawsuit is ongoing.

Next Meeting

August 20, 2026, at Texas Beef Council