



TEXAS BEEF COUNCIL

Texas Beef Council Board of Directors Meeting Recap Thursday, August 20, 2026

Budget & Financials

The Texas Beef Council (TBC) FY27 Marketing Plan and Budget was reviewed and approved. The TBC Board also accepted year-to-date financial statements through June 2026 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 FY27:

- Executive Committee: Shannon Treichel (Board Chairman), Kara Dudley (Board Vice-Chairman), Brandalyn Richards (Board Immediate Past Chairman), Brian Malaer, David Baumann
- Audit & Budget Committee: Kara Dudley, Leslie Callahan, George Harrison

Advisory Committee Reports

The Beef Resources and Marketing Joint Advisory Committee met in August 2026 to review the proposed FY27 Marketing Plan and budget. The committee accepted the presented strategies and recommended them for full Board approval.

- TBC Marketing Staff presented promotion strategies targeting Texas families through the Beef Loving Texans lifestyle campaign, enhanced website tools like the Ember AI chatbot, and AI discovery optimization across key search platforms. Staff also detailed consumer information initiatives reaching health professionals, youth educators, and channel partners through dedicated outreach, hands-on trainings, and educational resources.
- TBC Beef Resources Staff outlined industry information programs focused on producer communications, Beef Quality Assurance regional trainings, and crisis preparedness, including active participation in screwworm response

planning. Staff also highlighted foreign marketing initiatives with USMEF to support international trade teams and showcase Texas beef.

Executive Vice President's Report – Molly McAdams

- Molly highlighted the outstanding work of current TBC staff, acknowledging that the TBC budget has declined by 20% since 2019 and staff have reduced expenses by the same amount. Through focus on highly efficient and highly effective execution of strategies, TBC is driving greater engagement with our resources despite the budget constraints. TBC continues to lead the way in execution of Customer Relationship Management and will demonstrate our success to NCBA in an educational meeting in September designed to share best practices with the national office. Additionally, TBC and Kansas Beef Council are collaborating through a joint AI workshop; the results of which will be shared with other state beef councils in October.
- Larsha Flowers, Consumer Marketing Manager, presented the TBC partnership with Kampgrounds of America (KOA). This partnership featured a multi-channel campaign driven by rising consumer interest in outdoor cooking. The initiative featured digital media, camping guides distributed across 28 Texas locations, and three interactive grilling events designed to deliver hands-on brand engagement. The KOA partnership generated over 9,000 website guide views and nearly 3,000 digital downloads for ongoing consumer outreach. Post-event surveys indicated that over 80% of participants created lasting positive memories around beef, while reporting increased confidence and inspiration for grilling at home.
- TBC's retail and foodservice programs have shifted from promotional / sponsorships to education-focused initiatives. In foodservice, TBC has strengthened its distributor relationships by offering high-impact training on beef cuts, consumer trends, and menu opportunities. These training programs build sales representatives' confidence and effectiveness—as evidenced by successful partnerships with organizations like Ben E. Keith. In retail, efforts focus on equipping meat market staff and corporate merchandisers at partners such as Brookshire Brothers, United Supermarkets, and H-E-B with the expertise to effectively communicate beef's value and versatility to consumers at the point of purchase, ultimately fostering stronger beef advocates and driving sales.
- The Reciprocal Meat Conference, a globally recognized meat science meeting hosted by the American Meat Science Association, took place in Amarillo this year. TBC collaborated with NCBA to host a keynote session on water use in meat production. This was a valuable platform to deliver key sustainability messages to an international audience while also addressing local challenges faced by production agriculture in the Texas Panhandle. The panel featured TBC partners, including board member John Van de Pol of Red Rock Dairy,

Texas Cattle Feeders Association CEO Ben Weinheimer, and Scott Pohlman from Cargill. Out of 58 conference sessions, the water panel was recognized as the highest-rated session in the feedback survey. Building on this success, Molly McAdams is facilitating a follow-up webinar to share key insights and continue these important conversations. If you're interested in learning more, you can watch the recording [here](#). This panel is an excellent example of state-national partnerships as well as the strong relationships between TBC and our affiliated organizations in Texas.

Cattle Industry Summer Business Meeting (Denver, July 12-14) - Director Reports

TBC Directors participated in Beef Checkoff committee meetings at Cattle Industry Summer Business Meeting and provided updates on contractor proposals for FY27 programs across Consumer Information, Industry Information, International Marketing, Promotion and Research. 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 FY27.
- TBC recognized retiring Director Pat Shields (At-Large) for his service.

Litigation Updates

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.

FY27 Meeting Dates

- November 18, 2026 (*New Director Orientation*)
- November 19, 2026
- February 11, 2027 (*Virtual*)
- June 3, 2027
- August 19, 2027