

Texas Beef Council

PLAN & BUDGET 2026-2027



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

TEXAS BEEF COUNCIL

Plan & Budget

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BUDGET SUMMARY

TEXAS BEEF COUNCIL

Budget Summary

	FY27			FY26			FY25			FY24		
	Federal Program Funding	State Program Funding	Total	Federal Program Funding	State Program Funding	Total	Federal Program Funding	State Program Funding	Total	Federal Program Funding	State Program Funding	Total
BUDGET												
REVENUES												
Checkoff Assessments	4,200,000		4,200,000	4,235,000		4,235,000	4,701,000		4,701,000	5,100,000		5,100,000
BPRCT Contract Revenue		8,778,000	8,778,000		9,192,000	9,192,000		9,506,000	9,506,000		9,800,000	9,800,000
Interest Revenue	118,000		118,000	153,000		153,000	135,000		135,000	155,000		155,000
BLT Store	(22,000)		(22,000)	(22,000)		(22,000)	(22,000)		(22,000)	(20,000)		(20,000)
Other Revenue	13,000		13,000	2,000		2,000	2,000		2,000	2,000		2,000
	4,309,000	8,778,000	13,087,000	4,368,000	9,192,000	13,560,000	4,816,000	9,506,000	14,322,000	5,237,000	9,800,000	15,037,000
EXPENSES												
National & State Program Investments												
Federation of State Beef Councils	1,095,000		1,095,000	1,095,000		1,095,000	1,110,000		1,110,000	1,134,000		1,134,000
U.S. Meat Export Federation	1,095,000		1,095,000	1,095,000		1,095,000	1,257,000		1,257,000	1,296,000		1,296,000
Texas CattleWomen	20,000		20,000	20,000		20,000	20,000		20,000	20,000		20,000
	2,210,000	-	2,210,000	2,210,000	-	2,210,000	2,387,000	-	2,387,000	2,450,000	-	2,450,000
Direct Program Expenses	1,727,600	6,447,400	8,175,000	1,422,300	6,853,700	8,276,000	1,124,100	6,778,700	7,902,800	964,100	7,038,900	8,003,000
Program Implementation	1,007,400	2,330,600	3,338,000	1,010,700	2,338,300	3,349,000	1,080,700	2,727,300	3,808,000	989,900	2,761,100	3,751,000
	4,945,000	8,778,000	13,723,000	4,643,000	9,192,000	13,835,000	4,591,800	9,506,000	14,097,800	4,404,000	9,800,000	14,204,000
REVENUES IN EXCESS OF EXPENSES	(636,000)	-	(636,000)	(275,000)	-	(275,000)	224,200	-	224,200	833,000	-	833,000
ACTUAL*												
REVENUES												
Checkoff Assessments				4,309,966		4,309,966	4,763,786		4,763,786	4,903,837		4,903,837
BPRCT Contract Revenue					9,004,713	9,004,713		8,858,748	8,858,748		9,187,915	9,187,915
Interest Revenue				175,000		175,000	192,587		192,587	200,601		200,601
BLT Store				(25,000)		(25,000)	(15,670)		(15,670)	(16,696)		(16,696)
Other Revenue				13,000		13,000	13,770		13,770	3,309		3,309
				4,472,966	9,004,713	13,477,679	4,954,473	8,858,748	13,813,221	5,091,051	9,187,915	14,278,966
EXPENSES												
National & State Program Investments												
Federation of State Beef Councils				1,095,000		1,095,000	1,110,000		1,110,000	1,134,000		1,134,000
U.S. Meat Export Federation				1,095,000		1,095,000	1,257,000		1,257,000	1,296,000		1,296,000
Texas CattleWomen				8,000		8,000	6,251		6,251	7,397		7,397
				2,198,000	-	2,198,000	2,373,251	-	2,373,251	2,437,397	-	2,437,397
Direct Program Expenses				1,475,790	6,800,210	8,276,000	1,055,539	6,431,557	7,487,096	865,107	6,596,022	7,461,129
Program Implementation				962,562	2,204,502	3,167,065	965,486	2,427,191	3,392,677	925,233	2,591,893	3,517,126
				4,636,352	9,004,713	13,641,065	4,394,276	8,858,748	13,253,024	4,227,737	9,187,915	13,415,652
REVENUES IN EXCESS OF EXPENSES				(163,386)	-	(163,386)	560,197	-	560,197	863,314	-	863,314

* Projected results for FY26

Texas Beef Council - Budget Guidelines - FINAL

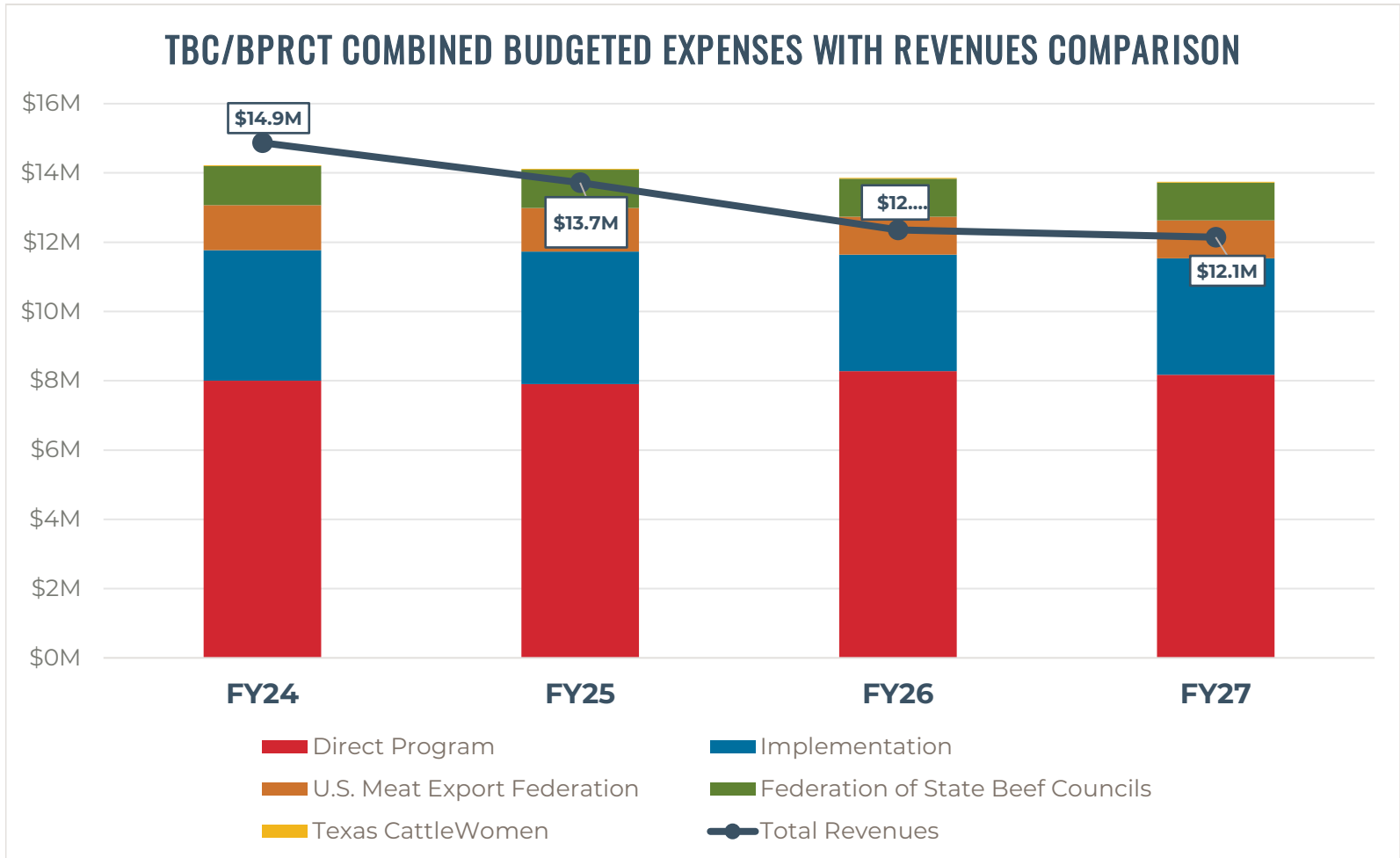
	FY25 Actual	FY26 Budget	FY26 Projected	FY27 Budget	FY28 Estimated	FY29 Estimated	FY30 Estimated
BPRCT Funding Approved		\$ 9,192,000		\$ 8,778,000	\$ 8,778,000	\$ 8,778,000	\$ 8,778,000
BUDGET							
REVENUES							
Checkoff Collections	4,763,786	4,235,000	4,309,966	4,200,000	4,281,272	4,352,498	4,420,611
Interest Revenues	192,587	153,000	175,000	118,000	102,000	83,000	67,000
BLT Store, Net Loss	(15,670)	(22,000)	(25,000)	(22,000)	(22,000)	(22,000)	(22,000)
Other Revenues	13,770	2,000	13,000	13,000	13,000	13,000	13,000
	4,954,473	4,368,000	4,472,966	4,309,000	4,374,272	4,426,498	4,478,611
EXPENSES							
National & State Programs							
Federation	1,110,000	1,095,000	1,095,000	1,095,000	1,095,000	1,095,000	1,095,000
USMEF	1,257,000	1,095,000	1,095,000	1,095,000	1,095,000	1,095,000	1,095,000
Texas CattleWomen	6,251	20,000	8,000	20,000	20,000	20,000	20,000
Direct Program							
Total Expense	7,487,096	8,276,000	8,276,000	8,175,000	8,175,000	8,175,000	8,175,000
BPRCT Cost Share	(6,431,557)	(6,818,700)	(6,800,210)	(6,447,400)	(6,400,611)	(6,353,134)	(6,304,958)
Program Implementation							
Total Expense	3,392,677	3,349,000	3,167,065	3,338,000	3,405,000	3,473,000	3,542,000
BPRCT Cost Share	(2,427,191)	(2,373,300)	(2,204,502)	(2,330,600)	(2,377,389)	(2,424,866)	(2,473,042)
TOTAL EXPENSES	4,394,276	4,643,000	4,636,352	4,945,000	5,012,000	5,080,000	5,149,000
INC/(DEC) IN NET ASSETS	560,197	(275,000)	(163,386)	(636,000)	(637,728)	(653,502)	(670,389)
NET ASSETS							
Beginning of Year	4,605,802		5,165,999	5,002,613	4,366,613	3,728,885	3,075,383
End of Year	5,165,999		5,002,613	4,366,613	3,728,885	3,075,383	2,404,994
Less: Property and Equipment, Net	(1,103,967)		(1,084,303)	(957,467)	(951,915)	(834,088)	(759,491)
Liquid Net Assets	4,062,032		3,918,310	3,409,146	2,776,970	2,241,295	1,645,503
Excess Reserves			2,918,310	2,409,146	1,776,970	1,241,295	645,503

TBC/BPRCT COMBINED BUDGET SUMMARY

	FY27			FY26			FY25			FY24		
	TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT	Total	TBC	BPRCT	Total
BUDGET												
REVENUES												
Checkoff Revenues	4,200,000	8,164,000	12,364,000	4,235,000	8,245,000	12,480,000	4,701,000	9,205,000	13,906,000	5,100,000	9,983,000	15,083,000
Less: Refunds	-	(489,840)	(489,840)	-	(494,700)	(494,700)	-	(552,300)	(552,300)	-	(598,980)	(598,980)
	4,200,000	7,674,160	11,874,160	4,235,000	7,750,300	11,985,300	4,701,000	8,652,700	13,353,700	5,100,000	9,384,020	14,484,020
Interest	118,000	162,000	280,000	153,000	233,000	386,000	135,000	250,000	385,000	155,000	250,000	405,000
BLT Store, Net Loss	(22,000)	-	(22,000)	(22,000)	-	(22,000)	(22,000)	-	(22,000)	(20,000)	-	(20,000)
Other Revenues	13,000	-	13,000	2,000	-	2,000	2,000	-	2,000	2,000	-	2,000
	4,309,000	7,836,160	12,145,160	4,368,000	7,983,300	12,351,300	4,816,000	8,902,700	13,718,700	5,237,000	9,634,020	14,871,020
EXPENSES												
Federation of State Beef Councils	1,095,000	-	1,095,000	1,095,000	-	1,095,000	1,110,000	-	1,110,000	1,134,000	-	1,134,000
U.S. Meat Export Federation	1,095,000	-	1,095,000	1,095,000	-	1,095,000	1,257,000	-	1,257,000	1,296,000	-	1,296,000
Texas CattleWomen	20,000	-	20,000	20,000	-	20,000	20,000	-	20,000	20,000	-	20,000
Direct Program	1,727,600	6,447,400	8,175,000	1,422,300	6,853,700	8,276,000	1,124,100	6,778,700	7,902,800	964,100	7,038,900	8,003,000
Implementation	1,007,400	2,330,600	3,338,000	1,010,700	2,338,300	3,349,000	1,080,700	2,727,300	3,808,000	989,900	2,761,100	3,751,000
Other Implementation	-	20,500	20,500	-	19,500	19,500	-	19,000	19,000	-	17,000	17,000
	4,945,000	8,798,500	13,743,500	4,643,000	9,211,500	13,854,500	4,591,800	9,525,000	14,116,800	4,404,000	9,817,000	14,221,000
CHANGE IN NET ASSETS	(636,000)	(962,340)	(1,598,340)	(275,000)	(1,228,200)	(1,503,200)	224,200	(622,300)	(398,100)	833,000	(182,980)	650,020

ACTUAL												
REVENUES												
4 Checkoff Revenues				4,309,966	8,262,191	12,572,157	4,763,786	9,177,467	13,941,253	4,903,837	9,578,760	14,482,597
Less: Refunds				-	(485,239)	(485,239)	-	(493,595)	(493,595)	-	(544,179)	(544,179)
				4,309,966	7,776,952	12,086,918	4,763,786	8,683,872	13,447,658	4,903,837	9,034,581	13,938,418
Interest				175,000	245,099	420,099	192,587	284,817	477,404	200,601	317,351	517,952
BLT Store, Net Loss				(25,000)	-	(25,000)	(15,670)	-	(15,670)	(16,696)	-	(16,696)
Other Revenues				13,000	-	13,000	13,770	-	13,770	3,309	-	3,309
				4,472,966	8,022,051	12,495,017	4,954,473	8,968,689	13,923,162	5,091,051	9,351,932	14,442,983
EXPENSES												
Federation				1,095,000	-	1,095,000	1,110,000	-	1,110,000	1,134,000	-	1,134,000
USMEF				1,095,000	-	1,095,000	1,257,000	-	1,257,000	1,296,000	-	1,296,000
Texas CattleWomen				8,000	-	8,000	6,251	-	6,251	7,397	-	7,397
Direct Program				1,475,790	6,800,210	8,276,000	1,055,539	6,431,557	7,487,096	865,107	6,596,022	7,461,129
Implementation				962,562	2,204,502	3,167,065	965,486	2,427,191	3,392,677	925,233	2,591,893	3,517,126
Other Implementation				-	19,000	19,000	-	19,306	19,306	-	18,838	18,838
				4,636,352	9,023,713	13,660,065	4,394,276	8,878,054	13,272,330	4,227,737	9,206,753	13,434,490
CHANGE IN NET ASSETS				(163,386)	(1,001,661)	(1,165,048)	560,197	90,635	650,832	863,314	145,179	1,008,493

Category	FY24	FY25	FY26	FY27
Direct Program	\$8,003,000	\$7,902,800	\$8,276,000	\$8,175,000
Implementation	\$3,768,000	\$3,827,000	\$3,368,500	\$3,358,500
U.S. Meat Export Federation	\$1,296,000	\$1,257,000	\$1,095,000	\$1,095,000
Federation of State Beef Councils	\$1,134,000	\$1,110,000	\$1,095,000	\$1,095,000
Texas CattleWomen	\$20,000	\$20,000	\$20,000	\$20,000
Total Revenues	\$14,871,020	\$13,718,700	\$12,351,300	\$12,145,160

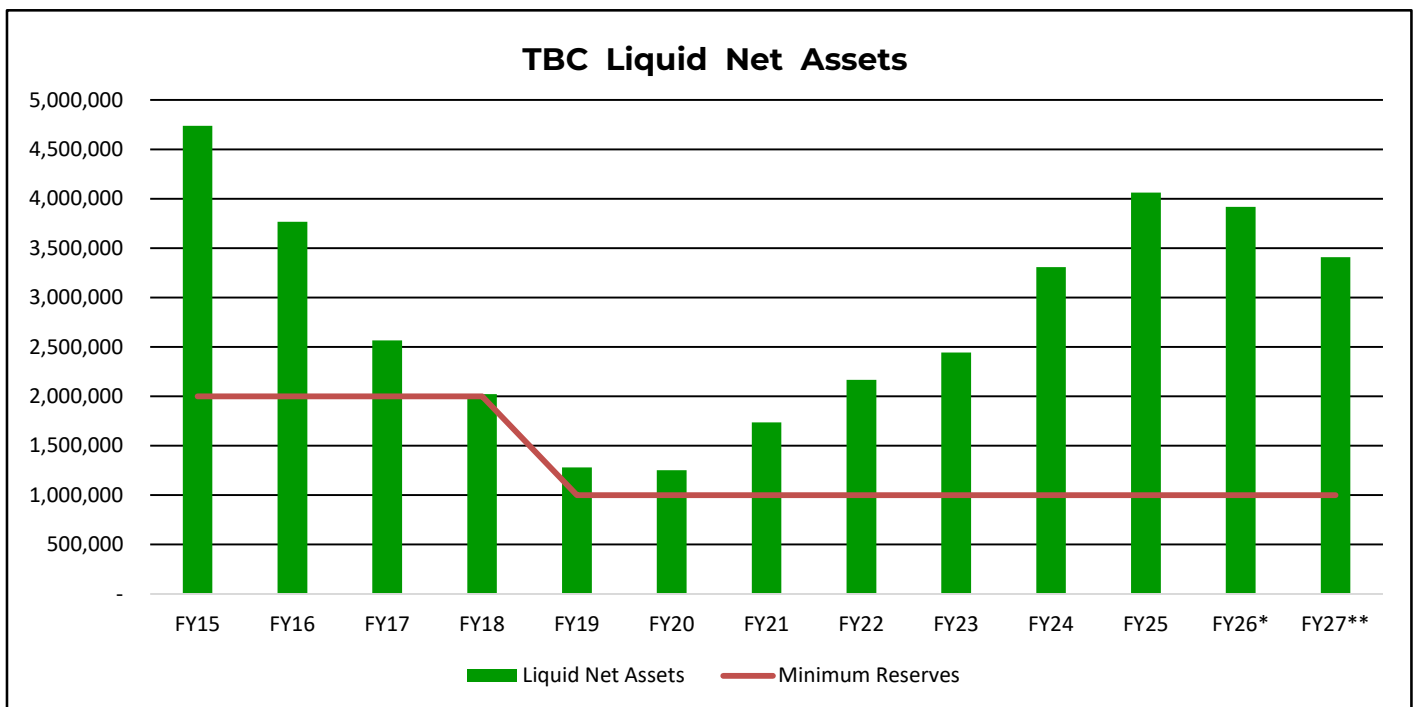


TEXAS BEEF COUNCIL
Schedule of Net Assets
(Accrual Basis)

	Current Year Additions (Uses)	Net Change in Property and Equipment	Liquid Net Assets	Minimum Reserves	Excess Reserves
Beginning			\$ 4,842,191	\$ 2,000,000	\$ 2,842,191
FY15	\$ (151,856)	\$ (46,868)	4,737,203	2,000,000	2,737,203
FY16	(938,288)	32,932	3,765,983	2,000,000	1,765,983
FY17	(1,143,952)	55,523	2,566,508	2,000,000	566,508
FY18	(535,047)	8,882	2,022,579	2,000,000	22,579
FY19	(793,807)	(50,668)	1,279,440	1,000,000	279,440
FY20	(82,177)	(55,067)	1,252,330	1,000,000	252,330
FY21	497,251	13,500	1,736,081	1,000,000	736,081
FY22	748,739	318,550	2,166,270	1,000,000	1,166,270
FY23	443,220	164,764	2,444,726	1,000,000	1,444,726
FY24	863,314	(520)	3,308,560	1,000,000	2,308,560
FY25	560,197	(193,270)	4,062,028	1,000,000	3,062,028
FY26*	(163,386)	(19,664)	3,918,306	1,000,000	2,918,306
FY27**	(636,000)	(126,836)	3,409,146	1,000,000	2,409,146

* Projected

** Budgeted



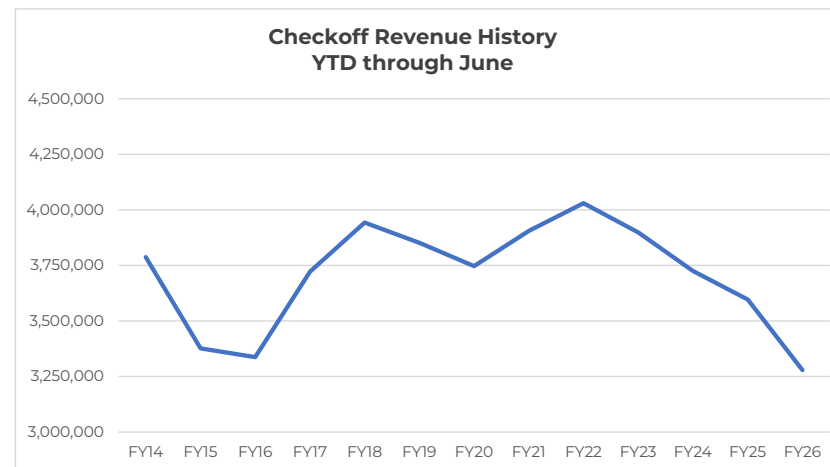
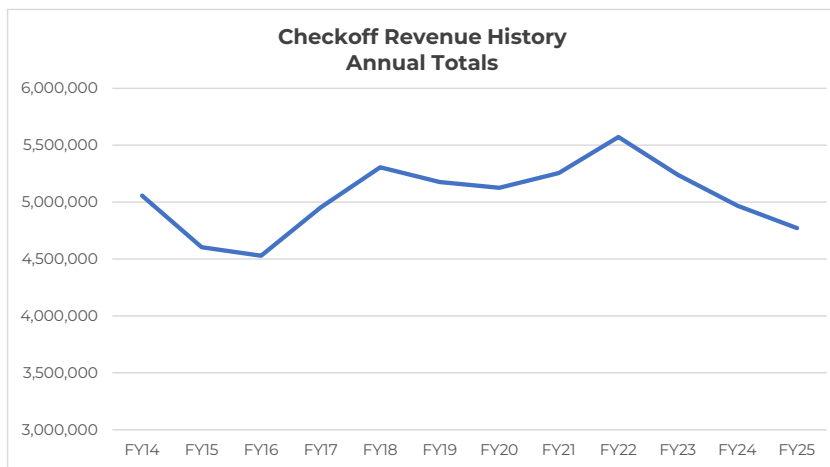
REVENUE HISTORY

TEXAS BEEF COUNCIL

CHECKOFF REVENUE HISTORY

FY14 - FY26

	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26	Average 14-25
Oct	473,651	422,484	386,768	424,153	452,286	429,304	455,608	487,774	464,799	457,058	478,828	427,585	416,867	446,692
Nov	480,422	454,414	403,505	428,572	495,584	459,351	502,455	475,995	457,642	452,593	441,107	453,894	433,177	458,795
Dec	432,375	411,435	395,234	453,207	509,698	486,227	491,842	467,864	473,025	455,541	459,145	400,568	354,452	453,013
Jan	351,239	324,622	297,656	376,178	381,629	364,369	398,786	409,741	447,726	432,144	380,460	373,972	361,685	378,210
Feb	382,416	334,746	343,460	336,185	391,179	399,919	410,841	386,105	427,176	432,780	371,846	371,548	342,844	382,350
Mar	365,719	319,865	331,099	361,291	369,610	369,140	369,828	337,032	395,469	386,234	402,880	361,431	339,917	364,133
Apr	381,171	327,949	342,676	364,012	408,311	410,847	292,296	433,680	432,225	420,538	362,404	382,472	351,121	379,882
May	414,474	360,927	361,756	437,096	431,403	431,077	422,892	449,200	441,539	390,136	383,582	384,195	319,369	409,023
Jun	505,723	420,101	475,123	541,305	503,345	501,522	401,851	458,452	490,580	471,201	444,612	440,501	359,386	471,193
Jul	454,510	443,327	408,621	475,851	452,300	442,058	425,240	451,981	487,761	464,512	425,026	393,593		443,732
Aug	384,983	380,797	365,734	357,413	434,700	430,676	462,661	427,448	513,949	399,380	392,193	374,413		410,362
Sep	429,939	402,731	417,633	398,461	476,123	452,031	491,049	471,296	540,427	476,948	425,407	408,267		449,193
Annual Totals	5,056,622	4,603,398	4,529,265	4,953,724	5,306,168	5,176,521	5,125,349	5,256,568	5,572,318	5,239,065	4,967,490	4,772,439	3,278,818	5,046,577
YTD thru Jun	3,787,190	3,376,543	3,337,277	3,721,999	3,943,045	3,851,756	3,746,399	3,905,843	4,030,181	3,898,225	3,724,864	3,596,166	3,278,818	3,743,291



PROGRAM IMPLEMENTATION EXPENSES

TEXAS BEEF COUNCIL
Program Implementation Budget

Description	FY27	FY26		FY25		FY24		FY27	FY26		FY25		FY24	
	Proposed Budget	Amended Budget	Projected	Amended Budget	Actual	Amended Budget	Actual	Prop Budget	Budget	Proj	Budget	Proj	Budget	Actual
Salaries	2,133,000	2,050,000	1,995,300	2,294,500	2,131,342	2,328,900	2,245,984	63.9%	61.2%	63.0%	60.3%	62.8%	62.1%	63.9%
Payroll Taxes	155,000	155,800	155,800	171,000	153,189	175,000	164,116	4.6%	4.7%	4.9%	4.5%	4.5%	4.7%	4.7%
Workers' Compensation	3,300	3,500	3,085	3,500	3,255	3,900	3,675	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Employee Insurance	242,000	368,700	291,000	423,700	356,095	384,600	363,678	7.2%	11.0%	9.2%	11.1%	10.5%	10.3%	10.3%
Retirement	106,000	99,900	99,500	112,200	98,966	115,200	108,014	3.2%	3.0%	3.1%	2.9%	2.9%	3.1%	3.1%
Dues & Subscriptions	2,500	5,500	2,400	6,500	2,636	6,500	4,237	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%
Seminars & Conventions	6,500	7,500	7,500	8,000	3,039	7,800	7,576	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%
Travel - Lodging	11,000	12,000	12,000	13,000	9,748	15,000	12,012	0.3%	0.4%	0.4%	0.3%	0.3%	0.4%	0.3%
Travel - Air Fare	5,200	6,500	6,500	7,500	3,923	7,500	5,386	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%
Travel - Auto	18,000	18,000	18,000	20,000	16,698	28,000	18,514	0.5%	0.5%	0.6%	0.5%	0.5%	0.7%	0.5%
Meals & Catering	15,000	18,000	15,000	17,000	14,031	15,500	15,285	0.4%	0.5%	0.5%	0.4%	0.4%	0.4%	0.4%
Parking, Tips & Tolls	2,800	3,500	3,500	3,500	2,618	2,400	2,217	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Federation Director Travel	18,000	25,000	18,000	36,000	16,882	36,000	18,611	0.5%	0.7%	0.6%	0.9%	0.5%	1.0%	0.5%
Contract & Agency Services	27,180	35,000	35,000	42,000	33,407	19,000	18,769	0.8%	1.0%	1.1%	1.1%	1.0%	0.5%	0.5%
Facility or Booth Rental	-	1,000	-	8,000	6,720	1,000	601	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%
Postage & Freight	2,400	6,000	3,000	7,500	2,870	7,000	6,606	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%
Printing, Copying & Binding	4,200	6,500	4,500	8,000	3,972	12,000	11,725	0.1%	0.2%	0.1%	0.2%	0.1%	0.3%	0.3%
Event & Perishables	17,000	19,000	16,500	19,000	16,500	17,000	16,795	0.5%	0.6%	0.5%	0.5%	0.5%	0.5%	0.5%
Utilities	26,650	29,000	24,000	29,000	22,146	29,000	21,448	0.8%	0.9%	0.8%	0.8%	0.7%	0.8%	0.6%
Building Maintenance	73,200	55,522	50,000	78,000	51,784	70,000	62,458	2.2%	1.7%	1.6%	2.0%	1.5%	1.9%	1.8%
Telecommunications	24,700	26,900	22,000	28,600	24,091	29,200	28,984	0.7%	0.8%	0.7%	0.8%	0.7%	0.8%	0.8%
Depreciation & Amortization	126,951	108,178	108,178	96,500	89,855	98,200	97,999	3.8%	3.2%	3.4%	2.5%	2.6%	2.6%	2.8%
General Insurance	62,120	60,000	60,000	56,900	54,392	50,400	50,083	1.9%	1.8%	1.9%	1.5%	1.6%	1.3%	1.4%
Property Taxes	75,000	74,000	74,000	118,100	83,554	126,000	101,675	2.2%	2.2%	2.3%	3.1%	2.5%	3.4%	2.9%
Office Equipment Rental	7,100	7,100	7,100	6,500	6,165	11,500	2,437	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%
Office Equip & Software	68,500	66,500	66,500	70,700	65,876	68,000	66,640	2.1%	2.0%	2.1%	1.9%	1.9%	1.8%	1.9%
Vehicle Repair & Maint.	6,800	6,100	6,000	9,700	5,806	8,500	7,320	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%
Office Expense	21,000	19,000	16,000	21,000	18,942	21,000	19,934	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%	0.6%
Professional Services	112,899	97,000	95,000	118,200	122,695	98,400	79,859	3.4%	2.9%	3.0%	3.1%	3.6%	2.6%	2.3%
USDA Oversight	12,000	18,000	11,400	20,000	12,466	19,000	15,297	0.4%	0.5%	0.4%	0.5%	0.4%	0.5%	0.4%
Expense Allocation	(48,000)	(59,700)	(59,700)	(46,100)	(40,986)	(60,500)	(60,808)	-1.4%	-1.8%	-1.9%	-1.2%	-1.2%	-1.6%	-1.7%
	3,338,000	3,349,000	3,167,065	3,808,000	3,392,677	3,751,000	3,517,127	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

DIRECT PROGRAM EXPENSES

TEXAS BEEF COUNCIL
Direct Program Expense Budget

	FY27 Proposed Budget				FY26 Budget				FY25 Budget				FY24 Budget			
	TBC Amount	BPRCT Contract	Total	% of Total	TBC Amount	BPRCT Contract	Total	% of Total	TBC Amount	BPRCT Contract	Total	% of Total	TBC Amount	BPRCT Contract	Total	% of Total
Promotion																
Consumer Marketing	1,099,000	4,189,000	5,288,000	65.67%	878,021	4,308,979	5,187,000	63.48%	612,545	3,974,061	4,586,606	58.99%	451,977	3,596,561	4,048,539	51.46%
Consumer Information																
Health Professional Outreach	376,800	1,456,200	1,833,000	22.76%	317,600	1,619,400	1,937,000	23.71%	200,300	1,261,700	1,462,000	18.80%	184,600	1,466,700	1,651,300	20.99%
Retail and Foodservice	35,800	138,200	174,000	2.16%	24,800	126,200	151,000	1.85%	30,700	193,300	224,000	2.88%	52,000	413,000	465,000	5.91%
Community and Youth Educator Outreach	34,100	131,900	166,000	2.06%	11,679	59,321	71,000	0.87%	17,855	112,139	129,994	1.67%	62,223	370,139	432,361	5.50%
Information Dissemination	41,100	158,900	200,000	2.48%	32,800	167,200	200,000	2.45%	52,300	329,200	381,500	4.91%	28,000	222,000	250,000	3.18%
	487,800	1,885,200	2,373,000	29.47%	386,879	1,972,121	2,359,000	28.87%	301,155	1,896,339	2,197,494	28.26%	326,823	2,471,839	2,798,661	35.57%
Industry Information																
Issues & Reputation Mgmt	600	2,400	3,000	0.04%	1,300	1,700	3,000	0.04%	1,700	4,500	6,200	0.08%	1,600	4,400	6,000	0.08%
Producer Communications	58,800	227,200	286,000	3.55%	59,800	305,200	365,000	4.47%	63,800	401,700	465,500	5.99%	55,500	441,000	496,500	6.31%
Beef Quality Assurance	15,800	61,200	77,000	0.96%	11,000	66,000	77,000	0.94%	8,500	63,500	72,000	0.93%	8,200	75,800	84,000	1.07%
	75,200	290,800	366,000	4.55%	72,100	372,900	445,000	5.45%	74,000	469,700	543,700	6.99%	65,300	521,200	586,500	7.46%
Foreign Marketing	5,100	19,900	25,000	0.31%	33,700	146,300	180,000	2.20%	73,400	373,700	447,100	5.75%	52,900	380,400	433,300	5.51%
	1,667,100	6,384,900	8,052,000	100.00%	1,370,700	6,800,300	8,171,000	100.00%	1,061,100	6,713,800	7,774,900	100.00%	897,000	6,970,000	7,867,000	100.00%
Collections & Compliance	60,500	62,500	123,000		51,600	53,400	105,000		63,000	64,900	127,900		67,100	68,900	136,000	
	FY26 Projected				FY25 Actual				FY24 Actual							
	TBC Amount	BPRCT Contract	Total	% of Budget Spent	TBC Amount	BPRCT Contract	Total	% of Budget Spent	TBC Amount	BPRCT Contract	Total	% of Budget Spent				
Promotion																
Consumer Marketing					915,479	4,291,521	5,207,000	100.39%	623,386	3,914,394	4,537,780	98.94%	437,727	3,491,737	3,929,464	97.06%
Consumer Information																
Health Professional Outreach					330,376	1,606,624	1,937,000	100.00%	188,678	1,188,719	1,377,397	94.21%	177,347	1,418,462	1,595,808	96.64%
Retail and Foodservice					25,755	125,245	151,000	100.00%	21,639	136,330	157,969	70.52%	35,189	281,452	316,641	68.09%
Community and Youth Educator Outreach					8,699	42,301	51,000	71.83%	35,925	226,337	262,262	201.75%	33,315	266,462	299,777	69.33%
Information Dissemination					34,112	165,888	200,000	100.00%	17,295	108,964	126,259	33.10%	25,972	207,728	233,699	93.48%
					398,941	1,940,058	2,339,000	99.15%	263,537	1,660,350	1,923,888	87.55%	271,822	2,174,103	2,445,925	87.40%
Industry Information																
Issues & Reputation Mgmt					1,341	1,659	3,000	100.00%	701	4,418	5,119	82.56%	337	2,696	3,033	50.55%
Producer Communications					62,254	302,746	365,000	100.00%	61,520	387,593	449,113	96.48%	54,563	436,403	490,966	98.89%
Beef Quality Assurance					11,428	65,572	77,000	100.00%	8,245	61,619	69,864	97.03%	7,318	68,526	75,844	90.29%
					75,023	369,977	445,000	100.00%	70,466	453,629	524,095	96.39%	62,218	507,625	569,843	97.16%
Foreign Marketing					34,848	145,152	180,000	100.00%	69,403	373,428	442,831	99.05%	52,431	380,490	432,921	99.91%
					1,424,292	6,746,708	8,171,000	100.00%	1,026,793	6,401,801	7,428,594	95.55%	824,198	6,553,955	7,378,153	93.79%
Collections & Compliance					51,500	53,500	105,000	100.00%	28,746	29,756	58,501	45.74%	40,909	42,067	82,976	61.01%

TEXAS CATTLEWOMEN

Marketing Plan - FY27

Marketing Plan Description

Texas CattleWomen (TCW) will focus on program education, research, promotion and producer education efforts to develop deeper connections with target audiences and reduce uncertainty regarding beef's production and nutrition.

PUBLIC ENGAGEMENT & BUILDING CONFIDENCE

GOAL: Ensure strong public trust and choice in high-quality, safe, and nutrient-dense beef.

- Grow consumers' knowledge of and affinity for beef.
- Empower a diverse network of consumer influencers and educators to serve as credible advocates for beef.

INNOVATION, SCIENCE, RESEARCH, & CONTINUOUS IMPROVEMENT

GOAL: Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.

- Support BQA training on standards for cattle wellbeing, food safety, and product quality.

Tactics

Local Beef Promotion & Extended Projects - \$6,000

Showcase beef at local consumer events such as health fairs, local festivals and community events. Specifically, TCW chapters and at-large members will identify local opportunities to promote beef's sustainability, and the product as a safe, convenient, and nutritious protein source. There is a strong demand for education programs geared toward mealtime decision-makers that cover topics such as quick and easy preparation, utilization of lower cost cuts, and recipes that address various health concerns.

Education Projects - \$6,000

Collaborate with local schools or other venues to bring beef information to the public of all ages during events such as ag fairs and ag days. Youth messages will focus on understanding how beef can be included as part of a healthy diet, how to cook beef with an additional focus on food safety and appropriate handling. Adult messaging will build on youth messaging and also include discussion of convenience and responsible-sustainable production practices.

Texas Beef Ambassadors - \$3,000

Providing advocacy opportunities for Collegiate Students in an effort to reach a wider range of consumers. The Texas Beef Ambassadors (TBA) program will allow participants a greater opportunity to showcase their unique skills and talents to serve as advocates for the beef community.

Producer Education - \$5,000

Beef Quality Assurance Programs as well as hands-on training for women involved in the daily ranching operations.

Program Total: \$20,000

CAPITAL ADDITIONS

TEXAS BEEF COUNCIL
FY27 Capital Additions Budget

	Budget
Property and Equipment:	
Computer Equipment	10,000
Other Equipment	7,500
Office Furniture	7,500
Building Repair and Improvements	64,000
	<u>89,000</u>



TEXAS BEEF COUNCIL

FY27 Marketing Plan

This marketing plan is designed to operationalize the Texas Beef Council's (TBC) 2026-2031 Long Range Plan (LRP), and provide a strategic roadmap for our promotion and education tactics.

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TEXAS BEEF COUNCIL

COMMITMENTS



Promotion



Research



Education

MISSION

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

VISION

Bring more Texans to the table
over a shared love of beef

Texas
Beef
Council

LONG RANGE PLAN

2026-2031

BELIEFS

The Industry Long Range Plan
is the cornerstone of a strong
state-national partnership.

Research is the foundation of
all checkoff-funded activities.

Producer support, engagement,
and control of checkoff funds
are essential.

FOCUS

Public Engagement and
Building Confidence

Stakeholder Engagement

Innovation, Research, Science,
and Continuous Improvement



TEXAS BEEF COUNCIL



TEXAS BEEF COUNCIL

FOCUS

PUBLIC ENGAGEMENT & BUILDING CONFIDENCE

GOAL: Ensure strong public trust and choice in high-quality, safe, and nutrient-dense beef.

- Grow consumers' knowledge of and affinity for beef.
- Increase knowledge and positive perceptions of beef among health professionals.
- Empower a diverse network of consumer influencers and educators to serve as credible advocates for beef.

STAKEHOLDER ENGAGEMENT

GOAL: Empower the supply chain—from producer to point of purchase—with the technical expertise needed to meet consumer demands.

- Increase beef knowledge and confidence among retail and foodservice professionals.
- Leverage strategic partnerships to provide timely, factual information about beef and the cattle industry that facilitates conditions for industry success.
- Support International marketing efforts to build demand for beef around the world.

INNOVATION, SCIENCE, RESEARCH, & CONTINUOUS IMPROVEMENT

GOAL: Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.

- Support and leverage beef safety, nutrition, sustainability, product quality, and market research.
- Support BQA training on standards for cattle wellbeing, food safety, and product quality.
- Communicate the outcomes of Beef Checkoff-funded programs and demonstrate their impact on beef demand.



KEY TRENDS INFORMING FY27

- **ECONOMIC PRESSURES & SUPPLY CONSTRAINTS:**

Sustained inflation, record-high beef prices, and a tight cattle supply environment are challenging consumers and foodservice channels to prioritize value, portion control, and optimized cuts.

- **TECHNOLOGY & AI ADOPTION:**

The rapid integration of AI and Answer Engine Optimization (AEO) is shifting how consumers, health professionals, and producers search for and discover information. Meta—the parent company of platforms like Facebook and Instagram—is increasingly using AI-driven algorithms to determine content visibility. This shift means the platform, rather than the advertiser, decides who sees the creative.

- **DIETARY & HEALTH SHIFTS:**

Consumers are increasingly prioritizing high-protein diets, longevity, and the “Food as Medicine” movement. Concurrently, the rise of GLP-1 weight-loss medications is actively reshaping food consumption patterns and dietary guidelines. For the beef industry, the competitive landscape has evolved: beef no longer just competes with traditional proteins, but with protein-infused convenience foods like ice cream, bread, and beverages. Parallel to this protein surge, 64% of consumers—driven heavily by Gen Z—are actively seeking more fiber in their diets.

- **THE DIGITAL DISCONNECT:**

A growing desire for human connection is driving people to intentionally disconnect from technology to foster face-to-face interactions, increasing the importance of shared experiences and community gatherings.



PROMOTION

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LRP ALIGNMENT:

Focus: **Public Engagement and Building Confidence**

- **Goal:** Ensure strong public trust and choice in high-quality, safe, and nutrient-dense beef.
- **Measureable Objective:** Grow consumers' knowledge of and affinity for beef.

Focus: **Innovation, Science, Research, and Continuous Improvement**

- **Goal:** Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.
- **Measureable Objective:** Support and leverage beef safety, nutrition, sustainability, product quality, and market research.

CONSUMER MARKETING

AUDIENCE:

- Texas parents and families

STRATEGY:

- Leverage bold, high-impact creative across event marketing, paid advertising, and earned media to champion the “Beef Loving Texan” lifestyle and drive beef meal frequency. This strategy will serve as the gateway to owned channels, creating compelling reasons for consumers to opt in for personalized, ongoing connections.
- Encourage deeper participation by driving engagement through personalized experiences across BeefLovingTexans.com, and through email and direct text messaging (SMS) to guide consumers through a customized journey tailored to their interests, connecting them with meaningful experiences—like the digital recipe hub, Sports Nutrition Game Plan, and the Ultimate Beef Trail Pass—to inspire more beef meals on every Texas table.
- Curate beef content specifically optimized for AI discovery, ensuring consumers have immediate access to science-backed beef information.

KEY PERFORMANCE INDICATORS:

- Brand visibility
- Digital engagement
- Owned event attendance
- Change in beef knowledge and positive perceptions of beef

BUDGET:

TBC = \$1,099,000
BPRCT = \$4,189,000
TOTAL = \$5,288,000



CONSUMER INFORMATION

Page 1 of 2

LRP ALIGNMENT:

Focus: Public Engagement and Building Confidence

- **Goal:** Ensure strong public trust and choice in high-quality, safe, and nutrient-dense beef.
- **Measureable Objectives:**
 - » Increase knowledge and positive perceptions of beef among health professionals.
 - » Empower a diverse network of consumer influencers and educators to serve as credible advocates for beef.

Focus: Stakeholder Engagement

- **Goal:** Empower the supply chain—from producer to point of purchase—with technical expertise to meet consumer demands.
- **Measureable Objectives:**
 - » Increase beef knowledge and confidence among retail and foodservice professionals.
 - » Leverage strategic partnerships to provide timely, factual information about beef and the cattle industry that facilitates conditions for industry success.

Focus: Innovation, Science, Research, and Continuous Improvement

- **Goal:** Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.
- **Measureable Objective:** Support and leverage beef safety, nutrition, sustainability, product quality, and market research.

HEALTH PROFESSIONAL OUTREACH

AUDIENCE:

- Registered Dietitians, Medical Doctors, Nurse Practitioners, and Physician Assistants

STRATEGY:

- Curate content that provides health professionals and patients with credible health and nutrition information featuring beef, optimized for both direct distribution and AI-driven discovery.
- Empower health professionals to confidently recommend beef as part of a healthy diet by delivering foundational beef nutrition education through in-person touchpoints.

KEY PERFORMANCE INDICATORS:

- Shift in beef perception
- Digital engagement
- Educational materials reach & engagement

BUDGET:

TBC = \$487,800
BPRCT = \$1,885,200
TOTAL = \$2,373,000

CONSUMER INFORMATION (continued)

Page 2 of 2

COMMUNITY AND YOUTH EDUCATOR OUTREACH

AUDIENCE:

- K-12 teachers/coaches/athletic directors, youth advocates, and AgriLife Extension Agents

STRATEGY:

- Inspire proactive educator recommendations for beef by delivering foundational beef education through in-person touchpoints, including conference exhibits, presentations, and workshops, while simultaneously guiding educators through customized digital journeys across web, email, and SMS.
- Empower educators and their audiences with credible, science-backed beef information by curating resources optimized for both direct distribution and AI-driven discovery.

KEY PERFORMANCE INDICATORS:

- Shift in beef perception
- Digital engagement
- Educational materials reach & engagement

RETAIL AND FOODSERVICE

AUDIENCE:

- Retailers and Foodservice Professionals

STRATEGY:

- Enhance beef marketing and merchandising by establishing BLT and TBC as credible industry authorities through culinary and beef production education, market research, and strategic relationships.

KEY PERFORMANCE INDICATORS:

- Change in beef knowledge and confidence
- Sales data and key trends
- Educational materials reach & engagement

INFORMATION DISSEMINATION

AUDIENCE:

- Consumers, Health Professionals, Health Educators, Retailers, and Foodservice Professionals

STRATEGY:

- Empower beef advocates and influencers to serve as credible, third-party voices by providing seamless, on-demand access to scientifically accurate beef resources.

KEY PERFORMANCE INDICATORS:

- Educational materials reach & engagement

INDUSTRY INFORMATION

Page 1 of 2

LRP ALIGNMENT:

Focus: Stakeholder Engagement

- **Goal:** Empower the supply chain—from producer to point of purchase—with technical expertise to meet consumer demands.
- **Measureable Objective:** Leverage strategic partnerships to provide timely, factual information about beef and the cattle industry that facilitates conditions for industry success.

Focus: Innovation, Science, Research, and Continuous Improvement

- **Goal:** Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.
- **Measureable Objectives:**
 - » Support and leverage beef safety, nutrition, sustainability, product quality, and market research.
 - » Support BQA training on standards for cattle wellbeing, food safety, and product quality.
 - » Communicate the outcomes of Beef Checkoff-funded programs and demonstrate their impact on beef demand.

PRODUCER COMMUNICATIONS

AUDIENCE:

- Beef Checkoff payers in Texas (cow/calf, auction markets, stockers, etc.)

STRATEGY:

- Execute a multi-channel communications strategy to drive awareness of Beef Checkoff value by engaging stakeholders directly through meetings, newsletters, and annual reports; leveraging key opinion leaders to amplify key messages; and maximizing reach through a strategic mix of media coverage in agricultural trade outlets.

KEY PERFORMANCE INDICATORS:

- Materials reach & engagement

BEEF QUALITY ASSURANCE (BQA)

AUDIENCE:

- Beef producers

STRATEGY:

- Collaborate with industry partners to conduct BQA-related trainings that promote production best management practices, focusing on safety and quality, throughout the state.

KEY PERFORMANCE INDICATORS:

- Change in beef knowledge

BUDGET:

TBC =	\$75,200
BPRCT =	\$290,800
TOTAL =	\$366,000



INDUSTRY INFORMATION (continued)

Page 2 of 2

ISSUES AND REPUTATION MANAGEMENT

AUDIENCE:

- Consumers, Health Professionals, Health Educators, Retailers, Foodservice Professionals, and Producers

STRATEGY:

- Maintain and enhance coordinated response plans to protect and defend beef's image, including messaging, media training, issues drills, and spokesperson coordination.

KEY PERFORMANCE INDICATORS:

- Educational materials reach & engagement

FOREIGN MARKETING

Page 1 of 1

LRP ALIGNMENT:

Focus: Stakeholder Engagement

- **Goal:** Empower the supply chain—from producer to point of purchase—with the technical expertise needed to meet consumer demands.
- **Measureable Objective:** Support international marketing efforts to build demand for beef around the world.

FOREIGN MARKET DEVELOPMENT

AUDIENCE:

- International retail and foodservice professionals and consumers

STRATEGY:

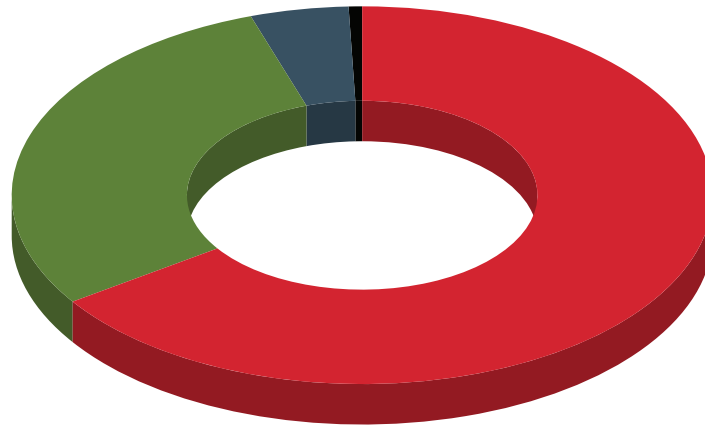
- Educate and engage the global supply chain on U.S. beef attributes through culinary and production immersion experiences.

KEY PERFORMANCE INDICATORS:

- Shift in beef perception
- Educational materials reach & engagement

BUDGET:

TBC	=	\$5,100
BPRCT	=	\$19,900
TOTAL	=	\$25,000



		TBC	BPRCT	TOTAL (TBC+BPRCT)
	PROMOTION	\$1,099,000	\$4,189,000	\$5,288,000
	CONSUMER INFORMATION	\$487,800	\$1,885,200	\$2,373,000
	INDUSTRY INFORMATION	\$75,200	\$290,800	\$366,000
	FOREIGN MARKETING	\$5,100	\$19,900	\$25,000
GRAND TOTAL:		\$1,667,100	\$6,384,900	\$8,052,000

