Policy Manual

FY27

Beef Promotion and Research Council of Texas

Improve Texas producer profitability by strengthening and expanding demand.

Overview

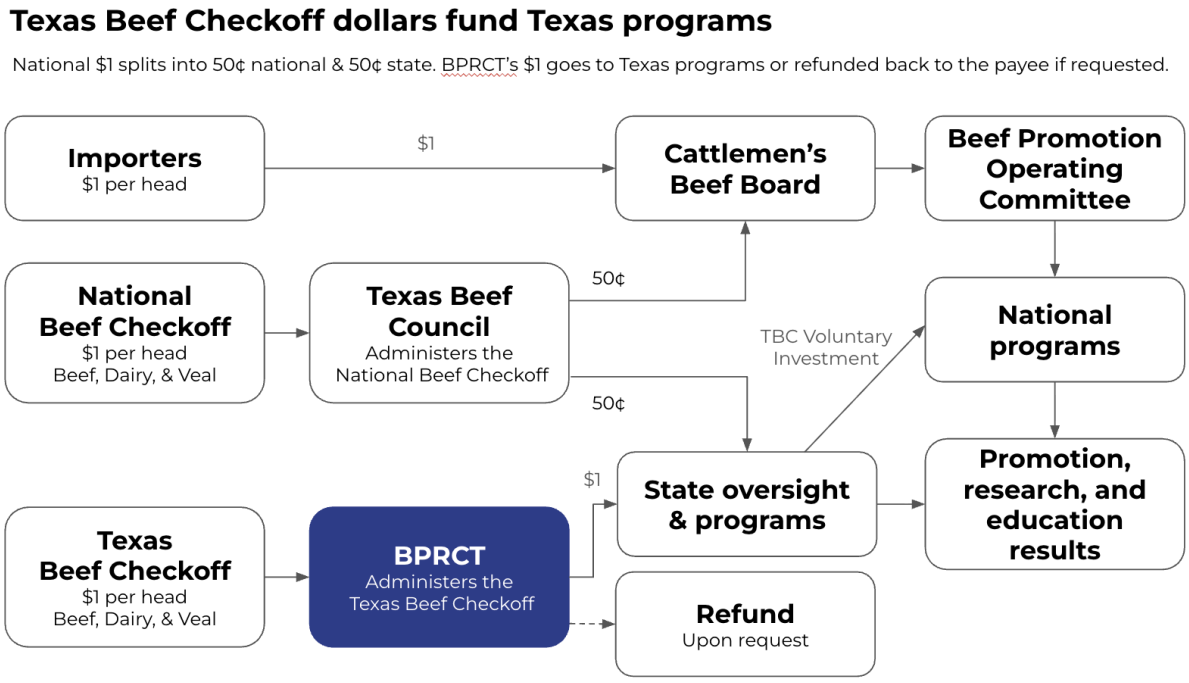
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2. At a Glance

BPRCT is the state-certified organization that authorizes beef research, education, promotion, and marketing programs in Texas, paid for by the Texas Beef Checkoff (TX Ag. Code §41.152).

Fact	Detail
Created by	Texas Agriculture Code, Chapter 41, Subchapter H
Rules issued by	Texas Department of Agriculture (TX Admin. Code Title 4, Chapter 23)
How Council members are seated	Nominated by the entity that administers the federal Beef Checkoff in Texas, then appointed by the Commissioner of Agriculture
Term	One year; up to six in a row, plus up to two more as chairman or past chairman
Pay	Council members are not paid; however, reasonable, necessary expenses are reimbursed
Texas Beef Checkoff	$1 per head on cattle, refundable on request
What guides decisions	The annually approved marketing plan and budget
Leadership 2026–2027	Shannon Treichel, Chair · Kara Dudley, Vice Chair

3. How Beef Checkoff Dollars Flow



BPRCT administers the Texas Beef Checkoff (highlighted). Each $1 per head is controlled by the state council unless the producer requests a refund. The federal $1 is collected separately by Texas Beef Council (TBC) and split 50/50 between the national program and state oversight.

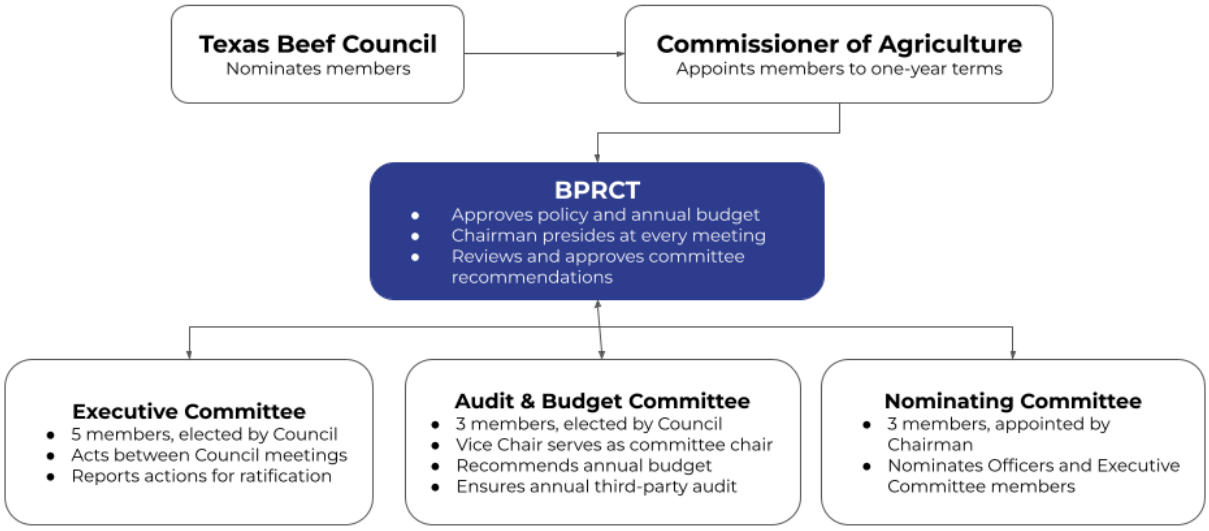
4. Your Role

The Beef Promotion & Research Council of Texas (BPRCT) operates through the direction of Council Members. The role of a BPRCT Member encompasses several important powers and responsibilities. The primary responsibility of Council Members is to maintain fiduciary and strategic oversight of all programs delivered by external contractors conducting Texas Beef Checkoff activities.

The execution of programs and investment of Texas Beef Checkoff dollars are governed by the actions of Council Members. Powers of the Council are set forth in the bylaws of the BPRCT, and Council Members are responsible for carrying out the intent of the Texas Legislature as defined in the Texas Agriculture Code pertaining to Commodity Producer Boards. Therefore, responsibilities of Council Members cannot be treated casually. Members must conscientiously use their powers in good faith to benefit general interests of the beef industry, and not merely for the interests of industry segments or a few Council Members.

The role of a Council Member is more than an honorary position. The law requires active involvement and participation of Council Members in the governance and decision-making process of the organization. Anything less fails to properly serve the BPRCT, but can also leave the Council Member exposed to potentially significant personal liability and public embarrassment.

BPRCT sets the direction; 3 committees support the work



How the Council is organized

Members are nominated by TBC and appointed by the Commissioner of Agriculture. The Council meets 4 times per year and has three committees.

What every Member commits to

1. **Prepare -** Read meeting materials before each meeting, know the budget, and know the annual marketing plan approved each August.
2. **Show up and take part -** Attend Council meetings and take part in setting goals, objectives, and budget priorities.
3. **Act for the whole industry -** Use your powers in good faith for the general interests of the beef industry, not one segment or a few Council members.
4. **Support the Chair -** Advise and assist the Chairman with executive duties.
5. **Delegate wisely -** Hand urgent projects to the Executive Committee, subject to Council approval.
6. **Speak with one voice -** Once a vote is taken, individual Council members must support the final, collective decision of the Council.

Roles side by side

Role	Who serves	How chosen	Core charge	Key duties
Council Member	All Members	Nominated by Texas Beef Council, then appointed by the Commissioner	Help realize the annual marketing plan; evaluate the efficacy of the plan	Prepare, attend, set goals and budget priorities, act in good faith
Chairman	One Member	Elected by the Council	Lead the Council and contractors in carrying out the annual marketing plan	Preside at Council and Executive Committee meetings; keep everyone informed; appoint committees (Audit & Budget, Nominating, special); serve as spokesman
Executive Committee	5 members: Chair, Vice Chair, immediate Past Chair, plus 2 Council members	Recommended by Nominating Committee, elected by the Council	Act for the Council between meetings	Report every action at the next Council meeting for ratification; represent the Council statewide; keep other Members informed; attend all meetings
Audit & Budget Committee	3 members, chaired by the Vice Chair	Nominated by the Chair, elected by the Council	Recommend an annual budget	Ensure a yearly independent audit; review interim financials and year-end results; recommend the budget

5. The Annual Cycle (Fiscal Year Oct 1 - Sept 30)

The Council's budget is submitted to the Commissioner of Agriculture after approval by Council members. The Commissioner shall approve the budget within 45 days of receipt.

Each year runs in this order:

1. **Plan -** The Council sets goals and budget priorities against the annual Plan & Budget, approved at the last meeting of the prior fiscal year.
2. **Budget -** The Audit & Budget Committee recommends an annual budget; the Council adopts it.
3. **Approval -** The budget goes to the Commissioner, who shall act within 45 days. (Admin. Code §23.104(e); Ag. Code §41.161)
4. **Fund programs -** Funds go to marketing, education, research, and promotion in Texas, the U.S., and abroad. The Audit & Budget Committee reviews interim financial statements. (§41.160(c))
5. **Evaluate and Report -** Within 30 days after fiscal year-end, the Council files a report with the Commissioner: balance sheet, income and expenses, activities, and evaluations.. (§23.104(b); §41.154)
6. **Audit -** An independent CPA audits the books, records, and minutes. The audit is filed with the Commissioner and made public. (§23.104(a))
7. **Seat the next Council -** Members serve one-year terms, so nominations and appointments happen every year. (§41.156)

6. Rules Every Member Must Know

These rules come from state law. Breaking the BPRCT subchapter or its rules is a Class C misdemeanor (§41.164).

Rule	What it means for you	Source
Open meetings and public records	The Council is a governmental body under the Texas Open Meetings and Public Information Acts. Discuss Council business only in properly noticed meetings.	§41.052
Phone meetings	Allowed, but the public portion must be audible at the noticed location, recorded, and made public.	§41.1565
Voting	An action is valid only with a majority vote of Members present.	§41.056
No politics or lobbying	Beef Checkoff funds may never support or oppose a candidate or try to influence legislation.	§41.060(c)
Records are open	Minutes and books must show every act and transaction, and be open to participating producers during business hours.	§41.058(c)
Borrowing	Only with the Commissioner's approval.	§41.159
Funds are not state money	Assessments stay with the Council, not the state treasury, but the Commissioner and State Auditor may inspect records at any time.	§§41.160(d), 41.161(b)
Fidelity bonds	Anyone who handles Council funds must be bonded.	Admin. §23.104(d)
Producer refunds	A producer may request a refund within 60 days of payment; it is paid before the 11th of the next month.	Admin. §23.106

8. Reference Library

The full governing documents follow as appendices. Sections 1–6 summarize them; these are the official texts.

Appendix	Document
A	BPRCT FY27 Plan and Budget
B	FY27 BPRCT Officers and Committees
C	Job Descriptions - Council Member - Chairman - Executive Committee - Audit & Budget Committee
D	BPRCT Bylaws
E	Memorandum of Agreement with Texas Beef Council
F	Texas Agriculture Code, Ch. 41 (Subchapter H governs BPRCT)
G	Texas Administrative Code, Title 4, Ch. 23