



TEXAS BEEF COUNCIL

Texas Beef Council & Beef Promotion Research Council of Texas February Board Meeting Report Wednesday, February 15, 2023

Budget & Financials

- The Board reviewed and accepted the Texas Beef Council (TBC) FY22 audited financial statements. This information can be viewed within the Annual Report at TexasBeefCheckoff.com/Annual-Reports in late February.
- In response to herd consolidation caused by drought conditions, TBC staff worked to reduce FY23 budgeted program expenses by \$907,000 (10%) in order to maintain reserve revenue for future years.

Executive Vice President's Report – Molly McAdams

Annual Convention Updates

There was excellent representation and leadership from Texas on display at the Cattle Industry Convention in New Orleans. The following producers will be representing Texas in national positions for 2023:

	Federation of State Beef Councils	Cattlemen's Beef Board	U.S. Meat Export Federation <i>(contractor to the Beef Checkoff)</i>
Leadership & Executive Committee	Dan Gattis - Vice Chair Pat Shields - Revenue Seat	Ryan Moorhouse - Treasurer Seth Denbow	
Directors	Leslie Kinsel Pat McDowell Fred Schuetze Pat Shields Shannon Treichel Richard Winter	Anne Anderson April Bonds Debbie Gill David Henderson Bilynn Johnson Ernie Morales Wesley Ratcliff Mark Sustaie Chloe Wilson Claudia Wright	Brandon Cutrer
Operating Committee	Dan Gattis	Ryan Moorhouse Michael White	

TBC Updates

- [BBQuest: “Beyond The Pit”](#), season three of TBC’s popular TV series, has been nominated for an [ADDY Award](#) by the Austin chapter of the American Advertising Federation in addition to a [SABRE public relations award](#). The series has already brought home one gold and two platinum [LIT Awards](#), a competition that recognizes excellence in commercial videos and TV productions across all industries.
- Chef Robert Hale and a team of Texas chefs will be involved in the Beef. It’s What’s For Dinner. 300 on February 18 at Daytona Speedway. Their primary focus will be making beef the star of the show and preparing dishes for the Thunderbirds flyover team, NASCAR drivers, and members of the media. Race week has multiple events highlighting beef with a cookoff and live behind-the-scenes action.
- TBC recently welcomed new team member Kaleb McLaurin, senior manager of industry relations.
- TBC’s new controller position is now open. This role will report directly to the vice president of finance and operations providing accounting expertise and enhanced reporting functionality.

Beef Checkoff Committee Meeting Reports

TBC Directors were heavily involved in Beef Checkoff committee meetings coordinated by the CBB. Directors represented cattle producers across Texas as updates were presented on national Beef Checkoff investments across [Consumer Trust](#), [Domestic Marketing](#), [International Marketing](#), [Nutrition and Health](#), [Safety and Product Innovation](#), and [Stakeholder Engagement Committees](#).

Litigation Updates

R-CALF vs Perdue - Filed September 11, 2020

R-CALF filed a lawsuit in District Court alleging that USDA violated the Administrative Procedures Act when it entered into MOUs with Qualified State Beef Councils through the Beef Checkoff. A status hearing was held on December 27, 2021 and the parties entered a Joint Status Report outlining discovery to address the pending issue. The discovery process has been extended until mid-February 2023.

Next Meeting

June 1, 2023 at Texas Beef Council