



TEXAS BEEF COUNCIL

Texas Beef Council & Beef Promotion Research Council of Texas

Board Meeting Recap

Thursday, June 1, 2023

Budget and Financials

- The Board reviewed and accepted the actions of the Audit and Budget Committee.
- In May 2023, the Texas Beef Council (TBC) Executive Committee approved budget redirections to move budgeted funds from programs projected to be under budget by year-end to other areas.
- Final FY24 budgets will be submitted for approval at the August meeting.

Advisory Committees Joint Report

- Jason Bagley shared the effect of inflation on consumers and industry trends impacting the cattle supply and beef consumption. Beef accounted for 53% of all fresh meat dollars at retail, which was more than all other fresh proteins combined. Due to inflation and tight supplies, beef prices will remain elevated. However, with current strong demand we have an opportunity to drive growth with at-home meals and in foodservice.
- Rachel Chou updated the committee on the Beef Loving Texans target audience, Texan parents ages 25-54. She shared beef consumption in Texas is high and in line with the national average. Texas consumers have a positive view of beef overall, with higher positive perceptions of beef production.
- TBC staff will present marketing plans for all programs in August.

Executive Vice President's Report – Molly McAdams

- Nancy Allender recently joined TBC in a new controller position. Nancy is researching and will oversee the implementation of a new accounting system and financial processes.
- Molly thanked Colin Woodall, CEO of National Cattlemen's Beef Association (contractor to the Beef Checkoff), for support received through the Federation of State Beef Councils for strategic assistance as TBC continues refining core competencies for staff and organizational mission, vision, and values. Staff's

focus on passion and empowerment has resulted in excellent preparation for implementing needed budget cuts this fiscal year.

- *BBQuest*: “Beyond The Pit” was a finalist for a Sabre national PR award and came in second place behind Doritos.
- Facility updates have resulted in programs being conducted more efficiently and partners using the building for collaboration.

U.S. Meat Export Federation Director Report

- Brandon Cutrer attended the U.S. Meat Export Federation (contractor to the Beef Checkoff) Spring Conference in Minneapolis on behalf of TBC in May.
- Challenges facing exports include inflation, high input costs, and the ability to meet global demand with a reduced U.S. beef supply.
- Beef exports continue to be a bright spot, and there is focus on penetrating developing markets as well as maximizing carcass value in the round through higher value cuts and recipe development. U.S. beef maintains high market share in Korea and Taiwan with opportunities to grow in China.

Federation of State Beef Councils Update

- Colin Woodall spoke on the impact of the Beef Checkoff’s state/national partnership with the Federation of State Beef Councils in executing demand-driving programs. TBC is an example of this strong partnership by investing in the Federation and participating in national events like the *Beef. It’s What’s For Dinner*. 300®.
- Colin gave further insight into the OFF-Act. TBC has no action on this topic and any discussion was informational only.
- Pat Shields, Federation director, gave an update from a recent board meeting in preparation for Summer Business Meeting in July.

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. The discovery process has concluded, and a pre-trial hearing will be held on July 7, 2023.

Next Meeting

August 23, 2023, at Texas Beef Council