



TEXAS BEEF COUNCIL

Texas Beef Council & Beef Promotion Research Council of Texas Board Meeting Recap Wednesday, August 23, 2023

Budget and Financials

- The Texas Beef Council (TBC) FY24 Marketing Plan and Budget was reviewed and approved.

Nominating Committee Report

- The Nominating Committee received approval to appoint the following directors to serve on the Executive Committee for FY24: Fred Schuetze (Chairman), Pat Shields (Vice-Chairman), Pat McDowell (Immediate Past Chairman), Brian Malaer, and Marsha Shoemaker.

Executive Vice President's Report – Molly McAdams

- Hannah Fuerniss, Manager, Nutrition and Health, will be relocating to her home state of Nebraska. She will continue to work part time with TBC on a contract basis.
- Kaylee Greiner recently joined TBC as Manager, Supply Chain Engagement. She is a recent graduate of Texas A&M University, where she received bachelors and masters degrees in Animal Science and Meat Science.
- Amber Elwood and Kaleb McLaurin provided an update on the Industry Relations team's collaborative work across collections, compliance, and producer communications. The team specifically shared how they are leveraging partnerships to make monumental progress toward their team objectives.
 - Livestock Markets - Reaching "unreached" producers by developing a livestock market email newsletter with targeted resources and Beef Checkoff information. In the first month, 70% of markets engaged with the email and shared positive feedback.
 - State-Inspected Slaughter Facilities - Partnered with the Department of State Health Services to establish state-inspected slaughter facilities as collection sites, similar to livestock markets and feedyards.
 - Direct Beef Sales - Partnered with Texas A&M AgriLife Extension to add Beef Checkoff requirements to the "Legal & Economic Considerations

for Direct Beef Sales” publication and curriculum. The team also developed a Direct Beef Sales Toolkit with TBC recipes, posters, and educational materials for producers to provide their customers.

Texas Cattle Markets Presentation - Kevin Good, CattleFax

- Beef demand is at an all-time high. The combination of high consumer demand with tight beef supplies will cause retail prices to remain high.
- Cow slaughter remains elevated, indicating we are still in a herd liquidation phase, largely due to persistent drought in Texas and other beef belt states.
- CattleFax provides Beef Checkoff revenue projections for Texas Beef Council on an annual basis. Due to herd liquidation, followed by inevitable heifer retention as drought conditions abate, Mr. Good predicted that our revenues will be down for the next two years.

Cattle Industry Summer Business Meeting (San Diego July 24-26) - Director Reports

- The Cattle Industry Summer Business Meeting brings together the Cattlemen’s Beef Promotion & Research Board (CBB), American National CattleWomen, and National Cattlemen’s Beef Association to discuss current issues and make plans for the next fiscal year.
- TBC Directors were involved in Beef Checkoff committee meetings and provided updates on contractor proposals for FY24 programs across [Consumer Trust](#); [Domestic Marketing](#); [International Marketing](#); [Nutrition and Health](#); [Safety and Product Innovation](#); and [Stakeholder Engagement](#). Committee recommendations were sent to the Beef Promotion Operating Committee for final budget decisions in September.

Other Business

- TBC recognized retiring Directors, Dan Gattis (TSCRA) and Chloe Wilson (ICA), for their service. Dan will continue to serve as an Ex-Officio member of our Board for the length of his terms in leadership of the Federation of State Beef Councils. Chloe will also continue to serve as an Ex-Officio for her role as a CBB Director.

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. A pre-trial hearing was held on July 7, 2023. This case has not yet concluded.

Next Meeting

November 15, 2023 at Texas Beef Council