



TEXAS BEEF COUNCIL

Texas Beef Council & Beef Promotion Research Council of Texas November Board Meeting Report Wednesday, November 16, 2022

New Directors Sworn In

TBC welcomed the following first-term Directors to attend an interactive New Director Orientation where they experienced programs and took an oath of office administered by the Texas Department of Agriculture.

- Klazina de Boer (Dairy)
- Dane Elliott (Texas Farm Bureau)
- Brandi Richards (Texas Cattle Feeders Association)
- Gilly Riojas (Texas & Southwestern Cattle Raisers Association)

Fiscal Year 2022 Program Evaluations & Annual Report

The board reviewed and approved fiscal year 2022 program evaluations, which summarize how Beef Checkoff dollars were used to stimulate beef demand. A few highlights from evaluations include:

- Launching [BBQuest: "Beyond The Pit"](#), season 3 of TBC's popular video series that has **surpassed 2.9 million total views**.
- Delivering beef nutrition messages to **750 medical offices**.
- Driving **1.4 million recipe views** to the recently refreshed [BeefLovingTexans.com](#).
- Targeting online grocery shoppers with holiday and summer grilling campaigns, resulting in **15% and 20% respective sales lifts**.
- Sponsoring international retail campaigns that generated nearly **4.6 million pounds in U.S. beef sales**.
- Continued outreach of **2,856 learners in the Raw Truth About Beef online immersion experience**.
- Hosting the **second-annual Beef Loving Chefs Summit at the Culinary Institute of America** in San Antonio for 40 culinary professionals.

TBC's annual report "Building Beef-Loving Communities" is now available on [TexasBeefCheckoff.com](#) that includes more Beef Checkoff-funded successes.

Executive Vice President's Report – Molly McAdams

McAdams reported on achievements educating consumers, dietitians, teachers, and chefs about where beef comes from. In FY22 TBC took audiences behind the scenes of real cattle operations through programs like the award-winning TV series *BBQuest: "Beyond The Pit"* and pasture-to-plate tours, showcasing the care producers have for their land and cattle.

Health professionals remain a priority audience as TBC builds on [foundational human nutrition research funded by the Beef Checkoff](#) by delivering science-based information to health professionals and influencers. Hannah Fuerniss, TBC's manager of nutrition and health, was recently featured on the [TSCRA Talks podcast](#) discussing beef's role in a balanced lifestyle.

TBC has excelled in using staff and the building to its full potential by hosting 45 industry meetings this year following design renovations. Staff continues to be mission-driven in bringing more Texans to the table over a shared love of beef in FY23.

U.S. Meat Export Federation (USMEF) Board Meeting Report

USMEF, a contractor to the Beef Checkoff, continues promoting beef to international consumers across the globe with support from TBC. The 2022 USMEF Strategic Planning Conference and Board of Directors Meeting took place November 9-11 in Oklahoma City.

Jason Bagley attended on behalf of TBC and provided an update on discussions that took place on demand, supply chain complexities, and recent successes in high-value markets like Japan and China. Overall, international marketing programs remain focused on e-commerce and expanding retail and foodservice partnerships. Keynote speaker Randy Blach, CEO of CattleFax, highlighted the efficiency and sustainability of the U.S. beef industry, which he maintains is well-positioned for success even in this challenging environment.

Hear from Dan Gattis, TBC's immediate past chairman, to recap a [recent visit to USMEF's Japan office](#) and how Beef Checkoff dollars impact demand worldwide.

Litigation Updates

R-CALF vs Perdue - Filed September 11, 2020

R-CALF filed a lawsuit in DC 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 standing issue. Discovery may continue until December 2022.

Other Business

Dr. Rick Avery, director of the Texas A&M AgriLife Extension Service, was introduced. Dr. Avery spoke about the organization's commitment to continuing a long-standing partnership with TBC to serve the beef industry.

Next Meeting Date: February 15, 2023 (virtual)