

ARKANSAS BEEF COUNCIL MEETING

Minutes

July 27, 2024

9:00 a.m.

Members Present: Caleb Plyer, Terry Laster, Sharon "Kay" Casey, Jerry Christie, Samuel Cecil and Robert Cambell

Members Present by Zoom: Chase Groves

Chair Caleb Plyer, called the meeting to order and welcomed all members and guests.

Jerry Christie moved to approve the May 29, 2024; minutes as presented. Robert Cambell seconded.

Motion carried.

Inoussa Zaki, Chief Fiscal Officer, presented the financial report for July 1, 2023, to June 30, 2024. **Attachment 1**

Terry Laster moved to approve the financial report as presented. Jerry Christie seconded.

Motion carried.

Jerry Christie gave an update on the summer workshop meeting he attended in San Diego.

Caleb Plyer provided an update on Cattlemen's beef board, and his involvement in the summer business meeting he attended in San Diego. He updated the council on an International Marketing Committee meeting he will be attending in September.

Sam Cecil gave update on the US Meat Export Federation, and upcoming meetings he will be attending in Arizona on November 6th to the 8th, 2024.

University of Arkansas Division of Agriculture Programs

Dr. Mike Looper introduces Dr. Maggie Justice to give an update on Beef Quality Assurance meetings that she attended and well as upcoming meetings, and workshops for the Cattlemen.

ITEM	AMOUNT REQUESTED	AMOUNT APPROVED	PRIOR YEAR FUNDING
Core Budget Items			
National Commitment (Federation of State Beef Councils)	\$ 26,000.00	\$ 26,000.00	\$ 26,000.00
US Meat Export Federation (USMEF Dues)	\$ 11,600.00	\$ 8,600.00	\$ 11,600.00
Board Travel/Meeting Expense/Forms	\$ 19,000.00	\$ 20,000.00	\$ 19,000.00
Administration/Promotion Agreement	\$ -	\$ -	\$ -
Core Budget Subtotal:	\$ 56,600.00	\$ 54,600.00	\$ 56,600.00
Promotional			
Four States Fairs Association Inc. - Ag Learning Center	\$ -	\$ -	\$ 10,000.00
ESPN Arkansas	\$ 8,400.00	\$ -	\$ -
Arkansas CattleWomen's Association	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
Arkansas Cattlemen's Association -Arkansas Cattlemen's Leadership Course	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Arkansas Cattlemen's Association -Convention	\$ 5,000.00	\$ 3,000.00	\$ -
Arkansas Farm Bureau - Beef in the Classroom	\$ 18,750.00	\$ 18,750.00	\$ 15,100.00
University of Arkansas - Beef Quality Assurance	\$ 10,000.00	\$ 10,000.00	\$ 8,400.00
Harps Omnichannel Marketing Campaign to Promote Beef	\$ 100,640.00	\$ -	\$ -
University of Arkansas - Beef Short Course	\$ 11,350.00	\$ 11,350.00	\$ 9,650.00
University of Arkansas - Meat Science Quiz Bowl Team	\$ 6,245.00	\$ 6,245.00	\$ 7,200.00
University of Arkansas - Meats Education	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Arkansas Tech University - Beef Focused Meat Science Laboratory Course	\$ 24,085.00	\$ 24,085.00	\$ -
University of Arkansas - Educating Youth and Adults on Beef Promotion Using a Quiz Bowl	\$ 6,100.00	\$ 6,100.00	\$ 6,100.00
Promotion Subtotal:	\$ 213,570.00	\$ 102,530.00	\$ 79,450.00
Research			
Evaluation of freezer type, packaging type, and storage	\$ 19,250.00	\$ 19,250.00	\$ -
Utilization of Dry-Aged Waste Products	\$ 17,800.00	\$ 17,800.00	\$ -
Arkansas Cattlemen's Association	\$ -	\$ -	\$ 60,230.00
Impact of toxic fescue on beef tenderness	\$ -	\$ -	\$ -
Alt. methods for finishing beef cattle	\$ -	\$ -	\$ -
Research Subtotal:	\$ 37,050.00	\$ 37,050.00	\$ 60,230.00
Council Programs			
Retail/Foodservice	\$ 21,000.00	\$ 12,500.00	\$ 21,000.00
Education and Nutrition Information	\$ 26,000.00	\$ 12,500.00	\$ 20,000.00
Consumer Advertising and Events	\$ 55,200.00	\$ 49,200.00	\$ 55,200.00
Public Relations	\$ 41,500.00	\$ 35,500.00	\$ 41,500.00
Producer Communications	\$ 31,300.00	\$ 25,800.00	\$ 30,700.00
Council Subtotal:	\$ 175,000.00	\$ 135,500.00	\$ 168,400.00
Grand Total:	\$ 482,220.00	\$ 329,680.00	\$ 364,680.00
Established Reserves	\$ 90,000.00	\$ 90,000.00	\$ 90,000.00
TOTAL FY BUDGET:	\$ 572,220.00	\$ 419,680.00	\$ 454,680.00

Dr. Mike Looper gave an update on Dr. Derico's research, and beef quiz bowl competitions that were attended as well as the process meat competition.

Arkansas CattleWoman Association

Mrs. Betty Garner gave an update on activities and trainings that were attended, and programs she is working on with bringing beef into schools.

Beef Council Activities

Mr. Tillman Treat gave an update on the summer business meeting, and activities that he has attended. Mr. Treat introduces Mindy Sloan.

Mrs. Sloan gave a report on her activities, and upcoming booths she will have.

Mr. Caleb Plyer introduces approving the budge proposal for FY 25 – Updating the ATU approved amount to \$13,510 from the original request of \$24,085.00.

Jerry Christie moved to approve the change. Sharon "Kay" Casey seconded.

Approved budget should read \$409,105.00. **Attachment 2**

Sharon "Kay" Casey moved to approve FY 25 Budget. Sam Cecil seconded

Motion carried.

Election of Officers and Appointments.

Chair – Sam Cecil makes motion for Caleb Plyer, Robert Cambell seconded.

Vicechair – Sam Cecil makes motion for Jerry Christie, Robert Cambell seconded.

Secretary – Jerry Christie makes motion for Sharon "Kay" Casey, Robert Cambell seconded.

USMEF – Sam Cecil makes motion for Chase Groves, Robert Cambell seconded.

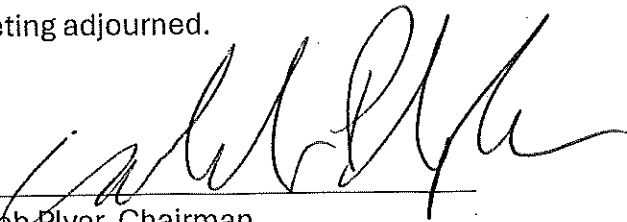
State Beef Council – Same Cecil makes motion for Jerry Christie, Robert Cambell seconded.

Motion Carried.

The council will schedule the next meeting the second or third week in September.

All in Favor. Motion Carried.

Meeting adjourned.

A handwritten signature in black ink, appearing to read 'Caleb Plyer', written over a horizontal line.

Caleb Plyer, Chairman

Arkansas Department of Agriculture
Arkansas Beef Council
FY24 Budget Expenditures Summary
June 30, 2024

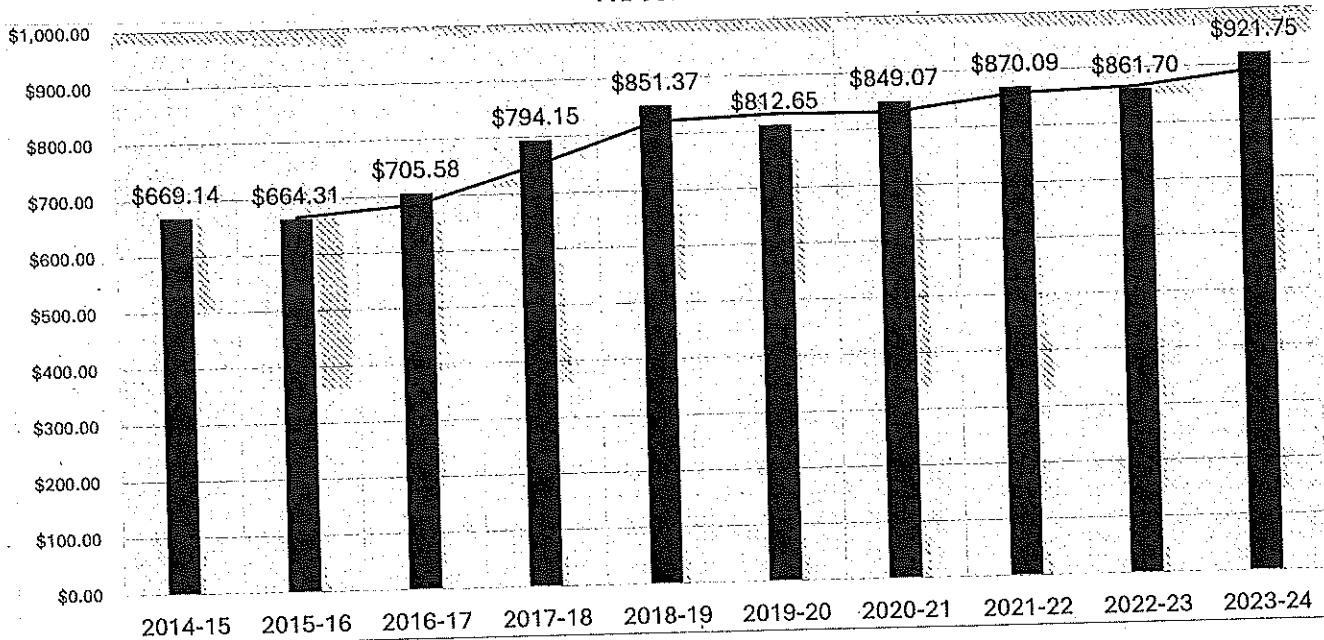
	Actual	Budget %	Budgeted
Revenue:			
Beef Assessment	\$ 921,749	98%	\$ 940,000
Other Reimbursements	\$ 1,827		\$ -
Beef Council Holding	\$ 60		\$ -
Treasury Charges	\$ (13,472)	99%	\$ (13,640)
Net Revenues:	\$ 910,163	98%	\$ 926,360
	Actual	Budget %	Budgeted
Expenses:			
<u>Remittance</u> (Cattlemen's Beef Promotion & Research Board)	\$ 443,171	101%	\$ 440,000
(Other State Beef Councils)	\$ 53,247	89%	\$ 60,000
Remittance Subtotal:	\$ 496,418	99%	\$ 500,000
<u>Core Budget Items</u>			
National Commitment (Federation of State Beef Cou	\$ 26,000	100%	\$ 26,000
US Meat Export Federation (USMEF Dues)	\$ 8,600	74%	\$ 11,600
Board Travel/Meeting Expense/Forms	\$ 14,708	77%	\$ 19,000
Administration/Promotion Agreement	\$ 15,000	-	-
Core Budget Subtotal:	\$ 64,308	114%	\$ 56,600
<u>Cooperator Funding</u>			
Ag Learning Center	\$ 10,000	100%	\$ 10,000
Arkansas Cattlemen's Association	\$ 5,055	84%	\$ 6,000
Arkansas CattleWomen's Association	\$ 11,015	92%	\$ 12,000
Arkansas Farm Bureau	\$ 14,902	99%	\$ 15,100
<u>U of A: Information/Education Projects</u>			
Beef Quality Assurance	\$ 8,400	100%	\$ 8,400
Youth Beef Quiz Bowl	\$ 6,100	100%	\$ 6,100
Meat Science Quiz Bowl Team	\$ 7,200	100%	\$ 7,200
Beef Short Course	\$ 9,650	100%	\$ 9,650
Meats Education	\$ 5,000	100%	\$ 5,000
Cooperator Subtotal:	\$ 77,322	97%	\$ 79,450
<u>U of A: Research</u>			
Utilization of Dry-Aged Waste Products	\$ -	-	\$ -
Shipping optimization of meat e-commerce	\$ 19,390	100%	\$ 19,390
Impact of toxic fescue on beef tenderness	\$ 16,900	100%	\$ 16,900
Alt. methods for finishing beef cattle	\$ 23,940	100%	\$ 23,940
Research Subtotal:	\$ 60,230	100%	\$ 60,230
<u>Council Programs</u>			
Retail/Foodservice	\$ 400	2%	\$ 21,000
Education and Nutrition Information	\$ 11,256	56%	\$ 20,000
Consumer Advertising and Events	\$ 33,145	60%	\$ 55,200
Public Relations	\$ 69,781	168%	\$ 41,500
Producer Communications	\$ 28,826	94%	\$ 30,700
Council Subtotal:	\$ 143,408	85%	\$ 168,400
Total Expenditures (Including Remittances):	\$ 841,686	97%	\$ 864,680
Beginning Fund Balance July 01, 2023	\$ 129,146		
Ending Fund Balance June 30, 2024	\$ 197,623		
Established Reserves	\$ 90,000		\$ 90,000
Estimated June Remittance to QSBC and Cattlemen's Beef Pro	\$ (34,490)		
	\$ 73,133		

Available at June 30, 2024

REVENUE SUMMARY - Monthly Collections Summary
Arkansas Beef Council 2014-2024

Months	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	Monthly Comparison	
											FY24 vs FY23	
July	57,761	63,920	55,272	69,401	89,830	74,159	69,363	68,152	70,191	90,420	↑	28.8%
August	65,167	53,285	53,698	49,662	81,981	62,318	78,315	81,676	89,847	70,666	↓	-21.3%
September	61,753	56,815	60,589	71,787	81,663	64,375	72,937	72,040	74,223	62,425	↓	-15.9%
October	76,015	63,668	62,025	79,456	71,814	66,489	82,107	96,524	77,497	94,305	↑	21.7%
November	80,332	70,625	68,902	89,810	80,858	91,273	71,218	81,348	84,764	78,871	↓	-7.0%
December	66,420	60,025	62,173	98,571	85,172	90,514	81,226	91,356	74,328	85,428	↑	14.9%
January	59,836	52,431	75,337	62,257	76,813	87,891	81,697	92,898	78,197	68,293	↓	-12.7%
February	47,136	54,054	66,236	63,990	58,961	67,797	84,738	70,443	76,543	61,183	↓	-20.1%
March	44,989	63,072	65,768	61,437	70,171	75,697	58,000	65,003	69,851	91,592	↑	31.1%
April	43,791	62,308	71,513	74,004	74,095	54,600	88,610	78,452	85,449	85,863	↑	0.5%
May	65,940	64,106	64,071	73,776	80,016	77,537	80,863	72,193	80,812	68,298	↓	-15.5%
June	56,294	57,189	72,371	68,645	71,466	56,027	62,759	67,759	82,244	64,404	↓	-27.7%
TOTALS	669,140	664,309	705,584	794,151	851,374	812,650	849,074	870,085	861,702	921,749	↑	7.0%
% Increase/Decrease by Year		-0.7%	6.2%	12.6%	7.2%	-4.5%	4.5%	2.5%	-1.0%	7.0%		

MONTHLY COLLECTIONS SUMMARY - EXPRESSED IN THOUSANDS
YTD JULY THROUGH JUNE



ITEM	AMOUNT REQUESTED	AMOUNT APPROVED	PRIOR YEAR FUNDING
Core Budget Items			
National Commitment (Federation of State Beef Councils)	\$26,000.00	26000	\$26,000.00
US Meat Export Federation (USMEF Dues)	\$11,600.00	8600	\$11,600.00
Board Travel/Meeting Expense/Forms	\$19,000.00	20000	\$19,000.00
Administration/Promotion Agreement	\$0.00		\$0.00
Core Budget Subtotal:	\$56,600.00	54600	\$56,600.00
Promotional			
Four States Fairs Association Inc. - Ag Learning Center	\$0.00	\$0.00	\$10,000.00
ESPN Arkansas	\$8,400.00	\$0.00	
Arkansas CattleWomen's Association	\$12,000.00	\$12,000.00	\$12,000.00
Arkansas Cattlemen's Association -Arkansas Cattlemen's Leadership Course	\$6,000.00	\$6,000.00	\$6,000.00
Arkansas Cattlemen's Association -Convention	\$5,000.00	\$3,000.00	
Arkansas Farm Bureau - Beef in the Classroom	\$18,750.00	\$18,750.00	\$15,100.00
University of Arkansas - Beef Quality Assurance	\$10,000.00	\$10,000.00	\$8,400.00
Harps Omnichannel Marketing Campaign to Promote Beef	\$100,640.00	\$0.00	
University of Arkansas - Beef Short Course	\$11,350.00	\$11,350.00	\$9,650.00
University of Arkansas - Meat Science Quiz Bowl Team	\$6,245.00	\$6,245.00	\$7,200.00
University of Arkansas - Meats Education	\$5,000.00	\$5,000.00	\$5,000.00
Arkansas Tech University - Beef Focused Meat Science Laboratory Course	\$24,085.00	\$13,510.00	
University of Arkansas - Educating Youth and Adults on Beef Promotion Using a Quiz Bowl	\$6,100.00	\$6,100.00	\$6,100.00
Promotion Subtotal:	\$213,570.00	\$91,955.00	\$79,450.00
Research			
Evaluation of freezer type, packaging type, and storage	\$19,250.00	\$19,250.00	
Utilization of Dry-Aged Waste Products	\$17,800.00	\$17,800.00	
Arkansas Cattlemen's Association	\$0.00		\$60,230.00
Impact of toxic fescue on beef tenderness	\$0.00		
Alt. methods for finishing beef cattle	\$0.00		
Research Subtotal:	\$37,050.00	\$37,050.00	\$60,230.00
Council Programs			
Retail/Foodservice	\$21,000.00	\$12,500.00	\$21,000.00
Education and Nutrition Information	\$26,000.00	\$12,500.00	\$20,000.00
Consumer Advertising and Events	\$55,200.00	\$49,200.00	\$55,200.00
Public Relations	\$41,500.00	\$35,500.00	\$41,500.00
Producer Communications	\$31,300.00	\$25,800.00	\$30,700.00
Council Subtotal:	\$175,000.00	\$135,500.00	\$168,400.00
Grand Total:	\$482,220.00	\$319,105.00	\$364,680.00
Established Reserves	\$90,000.00	\$90,000.00	\$90,000.00
TOTAL FY BUDGET:	\$572,220.00	\$409,105.00	\$454,680.00