

ARKANSAS BEEF COUNCIL MEETING

Minutes

May 29, 2024

9:00 a.m.

Members Present: Caleb Plyer, Terry Laster, Samuel Cecil, and Robert Campbell

Members Absent: Chase Groves, Sharon "Kay" Casey, and Jerry Christie

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

Robert Campbell moved to approve the February 27, 2024; minutes as presented. Terry Laster seconded.

Motion carried.

Inoussa Zaki, Chief Fiscal Officer, presented the financial report for Fiscal Year 2024.

Attachment 1

Terry Laster makes motion to make recommendation of moving 44% off the shipping and inserting a new line item to show the \$8,000 for the project it is used for. Sam Cecil seconded the motion.

Sam Cecil moved to approve the financial report with the added recommendation. Terry Laster seconded.

Motion carried.

Caleb Plyer gave update on the Cattlemen's Beef Board report, Mr. Plyer includes Don Hubbell to add to the Beef Board Report. Mr. Hubbell informs of upcoming meetings.

Sam Cecil provided an update on the US Meat Export Federation meetings he has attended recently, and upcoming meetings he will be attending.

University of Arkansas Division of Agriculture Programs

Dr. Kelly Vierck gave an update on projects, studies, and meat education.

Dr. Maggie Justice gave an update on Beef Quality Assurance programs. Dr. Justice informs the council of upcoming meetings.

Dr. Derico Setyabrata provided an update on NCBA, current projects and studies.

Dr. Janeal Yancey gave an update RMC (Reciprocal Meats Conference) and the Quiz Bowl Teams previous, and upcoming competitions.

Arkansas CattleWoman Association

Mrs. Betty Garner gave an update on activities and school visits.

Arkansas Cattlemen's Association

Mrs. Michelle Bufkin- Horton gave an update on conferences they have attended and upcoming projects.

Arkansas Farm Bureau

Mr. Jake Cartwright gave an update on conferences they have attended and will attend soon. Mr. Cartwright gave an update on upcoming projects.

Beef Council Activities

Mr. Tillman Treat gave an update on the upcoming Summer Business meeting. Mr. Treat updates the council of meetings he has attended. He did note that Mr. Chase Groves and Mr. Sam Cecil are up for reappointment.

Ms. Mindy Sloan gave an update on current and future events.

Budget Proposals

ESPN Arkansas - \$8,400.00 for advertising on multiple radio stations across Arkansas.

Arkansas CattleWomen's Association - \$12,000.00 for beef education in consumers and youth regarding beef nutrition.

Arkansas Cattlemen's Association - \$6,000.00 for the Arkansas Cattlemen's Leadership Course.

Arkansas Cattlemen's Association - \$5,000.00 for the annual convention.

Arkansas Farm Bureau - \$18,750.00 for Beef in the Classroom.

University of Arkansas Department of Animal Science - \$10,000.00 for Beef Quality Assurance

Harp Foods - \$100,640.00 for a marketing campaign to promote beef.

University of Arkansas - \$11,350.00 for Beef Short Course

University of Arkansas - \$6,245.00 for the Meat Science Quiz Bowl Team

University of Arkansas - \$5,000.00 for the Meats Education program.

Arkansas Tech University - \$24,085.00 for a new Beef focused meat science laboratory course.

University of Arkansas - \$6,100.00 for Educating youth and adults on beef promotion using a Quiz Bowl.

The council reviewed budget proposals, and made recommendations for a tentative budget, that will be reviewed again after July 1, 2024.

Attachment 2

Terry Laster moved to approve the tentative budget. Robert Campbell seconded.

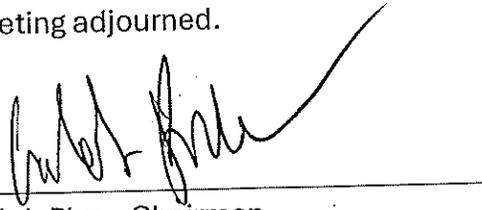
Motion Carried.

The council scheduled the next meeting for July 27, 2024, for 9:00am at the Arkansas Cattlemen's Convention held in Hot Springs.

Robert Campbell moved to approve no further business. Sam Cecil seconded.

Motion Carried.

Meeting adjourned.



Caleb Plyer, Chairman

Arkansas Department of Agriculture
Arkansas Beef Council
FY24 Budget Expenditures Summary
May 28, 2024

	Actual	Budget %	Budgeted
Revenue:			
Beef Assessment	\$ 857,302	91%	\$ 940,000
Other Reimbursements	\$ 1,827		\$ -
Beef Council Holding	\$ 60		\$ -
Treasury Charges	\$ (11,546)	85%	\$ (13,640)
Net Revenues:	\$ 847,643	92%	\$ 926,360
	Actual	Budget %	Budgeted
Expenses:			
Remittance (Cattlemen's Beef Promotion & Research Board)	\$ 410,954	93%	\$ 440,000
(Other State Beef Councils)	\$ 49,392	82%	\$ 60,000
Remittance Subtotal:	\$ 460,346	92%	\$ 500,000
Core Budget Items			
National Commitment (Federation of State Beef Councils)	\$ 26,000	100%	\$ 26,000
US Meat Export Federation (USMEF Dues)	\$ 8,600	74%	\$ 11,600
Board Travel/Meeting Expense/Forms	\$ 12,165	64%	\$ 19,000
Administration/Promotion Agreement			
<small>**Farm Bureau fiscal year 2023 Grant Management Agreement (Final Payment - \$15,000)</small>	\$ 15,000	-	
Core Budget Subtotal:	\$ 61,765	109%	\$ 56,600
Cooperator Funding			
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 of A: Information/Education Projects			
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 of A: Research			
Utilization of Dry-Aged Waste Products	\$ -	-	\$ -
Shipping optimization of meat e-commerce	\$ 27,887	144%	\$ 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:	\$ 68,727	114%	\$ 60,230
Council Programs			
Retail/Foodservice	\$ -	0%	\$ 21,000
Education and Nutrition Information	\$ 9,500	48%	\$ 20,000
Consumer Advertising and Events	\$ 31,278	57%	\$ 55,200
Public Relations	\$ 61,531	148%	\$ 41,500
Producer Communications	\$ 16,363	53%	\$ 30,700
Council Subtotal:	\$ 118,672	70%	\$ 168,400
Total Expenditures (Including Remittances):	\$ 786,833	91%	\$ 864,680
Beginning Fund Balance July 01, 2023	\$ 137,643		
Ending Fund Balance May 28, 2024	\$ 198,453		
Established Reserves	\$ 90,000		\$ 90,000
Estimated May Remittance to QSBC and Cattlemen's Beef Promotion	\$ (36,055)		
Available at May 28, 2024	\$ 72,397		

Arkansas Department of Agriculture
Arkansas Beef Council
Budget
FY 2023-24

ITEM	AMOUNT REQUESTED	AMOUNT APPROVED	PRIOR YEAR FUNDING
<u>Core Budget Items</u>			
National Commitment (Federation of State Beef Council)	\$26,000	<u>\$26,000</u>	\$26,000
US Meat Export Federation (USMEF Dues)	\$11,600	<u>\$11,600</u>	\$13,600
Board Travel/Meeting Expense/Forms	\$19,000	<u>\$19,000</u>	\$19,000
Administration/Promotion Agreement	\$0	<u>\$0</u>	\$55,000
Core Budget Subtotal:	\$56,600	<u>\$56,600</u>	\$113,600
<u>Cooperator Funding</u>			
Ag Learning Center	\$25,000	<u>\$10,000</u>	\$10,000
Arkansas Cattlemen's Association	\$6,000	<u>\$6,000</u>	\$6,000
Arkansas CattleWomen's Association	\$12,000	<u>\$12,000</u>	\$10,000
Arkansas Farm Bureau	\$0	<u>\$15,100</u>	
<u>U of A: Information/Education Projects</u>			
Beef Quality Assurance	\$4,500	<u>\$8,400</u>	\$7,750
National Commitment (Federation of State Beef Council)	\$6,100	<u>\$6,100</u>	\$2,600
Meat Science Quiz Bowl Team	\$7,200	<u>\$7,200</u>	\$0
Beef Short Course	\$9,650	<u>\$9,650</u>	\$8,650
Meats Education	\$5,000	<u>\$5,000</u>	\$1,500
Cooperator Subtotal:	\$75,450	<u>\$79,450</u>	\$46,500
<u>U of A: Research</u>			
Utilization of Dry-Aged Waste Products	\$18,150	<u>\$0</u>	
Arkansas Cattlemen's Association	\$19,390	<u>\$19,390</u>	
Impact of toxic fescue on beef tenderness	\$16,900	<u>\$16,900</u>	
Alt. methods for finishing beef cattle	\$23,940	<u>\$23,940</u>	
Research Subtotal:	\$78,380	<u>\$60,230</u>	\$50,605
<u>Council Programs</u>			
Retail/Foodservice	\$21,000	<u>\$21,000</u>	\$15,000
Education and Nutrition Information	\$33,000	<u>\$20,000</u>	\$34,500
Consumer Advertising and Events	\$55,200	<u>\$55,200</u>	\$49,500
Public Relations	\$41,500	<u>\$41,500</u>	\$57,000
Producer Communications	\$30,700	<u>\$30,700</u>	\$37,500
Council Subtotal:	\$181,400	<u>\$168,400</u>	\$193,500
Grand Total:	\$391,830	<u>\$364,680</u>	\$404,205
Established Reserves	<u>\$90,000</u>	<u>\$90,000</u>	\$90,000
TOTAL FY BUDGET:	<u>\$481,830</u>	<u>\$454,680</u>	\$494,205

REVENUE SUMMARY - Monthly Collections Summary

Arkansas Beef Council 2014-2024

Month	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	↑	20,229
August	65,167	53,285	53,698	49,662	81,981	62,318	78,315	81,676	89,847	70,666	↓	(19,181)
September	61,753	56,815	60,589	71,787	81,663	64,375	72,937	72,040	74,223	61,529	↓	(12,694)
October	76,015	63,668	62,025	79,456	71,814	66,489	82,107	96,524	77,497	95,201	↑	17,704
November	80,332	70,625	68,902	89,810	80,858	91,273	71,218	81,348	84,764	78,871	↓	(5,893)
December	66,420	60,025	62,173	98,571	85,172	90,514	81,226	91,356	74,328	85,428	↑	11,100
January	59,836	52,431	75,337	62,257	76,813	87,891	81,697	92,898	78,197	68,293	↓	(9,904)
February	47,136	54,054	66,236	63,990	58,961	67,797	84,738	70,443	76,543	61,183	↓	(15,360)
March	44,989	63,072	65,768	61,437	70,171	75,697	58,000	65,003	69,851	91,592	↑	21,741
April	43,791	62,308	71,513	74,004	74,095	54,600	88,610	78,452	85,449	85,863	↑	414
May	65,940	64,106	64,071	73,776	80,016	77,537	80,863	72,193	80,812	68,255*	↓	(12,557)
June	56,294	57,189	72,371	68,645	71,466	56,027	62,759	67,759	82,244			
TOTALS	725,434	721,498	777,955	862,796	922,840	868,677	911,833	937,844	943,946	857,302		

* 2023-24 May Revenues as of 05/28/2024

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	\$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	\$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	\$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