

## ARKANSAS BEEF COUNCIL MEETING

### Minutes

March 27, 2025

10:00 a.m.

Members Present: Caleb Plyer, Michael Lee, Sharon "Kay" Casey, Jerry Christie, Samuel Cecil, Mike McMillan and Robert Campbell

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

**Jerry Christie moved to approve the November 19, 2024; minutes as presented. Sam Cecil seconded.**

**Motion carried.**

Inoussa Zaki, Chief Fiscal Officer, was not able to attend the meeting. Mr. Treat presented the financial report ending on February 28, 2025. **Attachment 1**

**Sam Cecil moved to approve the financial report as presented. Sharon 'Kay' Casey seconded.**

**Motion carried.**

Jerry Christie provided an update on the Federation of State beef council and the convention he attended for the NCBA in February.

Caleb Plyer and Don Huble gave an update on the Cattlemen's Beef Board report. Mr. Huble discusses the beef check-off dollar and getting information out to the producers to let them know what the check-off dollar goes toward. He discusses a Beef Checkoff quarterly newsletter called "The Drive" and how important it is to get the information out. Mr. Plyer indicated that with the financials in such good condition, he would entertain the idea of approving \$1,500.00 in the current budget for four issues of "The Drive" to be ordered and start going into the Cattlemen's magazine in August of 2025.

**Sam Cecil moved to approve the \$1,500.00 in the current budget. Michael Lee seconded.**

**Motion carried.**

Mr. Plyer noted that he has been reappointed on the Cattlemen's Beef Board. He will be attending the executive committee meeting in Denver.

Michael McMillan gave an update on the US Meat Export Federation and upcoming meetings that he will be attending in Dallas on May 21<sup>st</sup> – 23<sup>rd</sup>.

## University of Arkansas Division of Agriculture Programs

Dr. Maggie Justice introduces Dr. Midcift to the team. Dr. Justice informs the council of upcoming events and meetings such as the National BQA meeting held in Denver at the NCBA Headquarters coming up in May. She also noted that the Beef Quiz Bowl has been rescheduled for April 17, 2025, in Fayetteville.

Dr. Derico Setyabrata gave an update on his research and noted that several of them are in the publication process and will be presented at upcoming June RMC conference held in Ohio.

Dr. Kelly Vierck informed the council that the extension hosted the ACLC in November. Dr. Vierck and Dr. Rivera submitted two studies to the Animal Science Journal and will be submitted to the Meat and Muscle Biology in April.

## Arkansas CattleWoman Association

Mrs. Betty Garner was not able to attend the meeting, Mr. Tillman Treat provided an update in her absence. The cattlemen's attended several events and presented programs to local schools over the past couple months. Upcoming events include presenting the Wired Event to Northwest Arkansas and South Missouri held in June.

## Arkansas Cattlemen's Association

Mrs. Michelle Bufkin- Horton gave an update that the ACA has just finished up the area conferences. She informed the council that they have just kicked off the 1<sup>st</sup> session of the ACLC in February. The council sponsors the 4<sup>th</sup> session of the ACLC, and it will be held at Petit Jean. She let the council know that they have started preparing for the convention coming up in August, it will be held in Hot Springs.

## Farm Bureau

Mr. Jake Cartwright gave an update on the past Winter Commodity meeting that was held in January. He informed the council of the upcoming Summer Beef meeting that will be held in Little Rock at the Farm Bureau office on June 28<sup>th</sup>, 2025.

## Beef Council Activities

Mr. Tillman Treat provided an update on meetings that he attended on February 3<sup>rd</sup> – February 6<sup>th</sup> in San Antonio. Mr. Treat provided information on the upcoming "Best Burger Contest" with winner getting announced during the Beef Month in May.

Mr. Treat let the council know that the CBB completed their review of the past 3 years of the council's activities, he has not received their official review, however, they did question cooperative agreements or having a contract signed by those who received funds from the Council. Specifically with research, CBB advised the council to have an agreement so that the

expectations between the council and the researcher are set. Mr. Treat noted that after proposal are heard and approved in May, the council could start working on agreements for that budget year.

Mr. Treat also noted that the CBB let him know that the council not having bylaws in place would be considered noncompliance and he would do some research before the next meeting to help the council with decision making in getting the bylaws set.

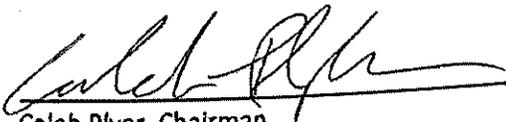
Mrs. Mindy Sloan gave an update on past events she has attended and the upcoming events and conferences she will be setting up the Beef Council booth. She noted that she will be attending the Northwest Arkansas Women's Expo and that the council will need to provide 2 judges for that event, it will be held on April 26<sup>th</sup> and 27<sup>th</sup> held in Bentonville.

The council scheduled the next meeting tentatively May 5, 2025, depending on the Beef proclamation at the Arkansas Department of Agriculture.

**Jerry Christie moved to approve no further business. Robert Cambell seconded.**

**Motion Carried.**

Meeting adjourned.



Caleb Plyer, Chairman