

ARKANSAS BEEF COUNCIL

Minutes

February 20, 2026

1:00 p.m.

Members Present: Robert Campbell, Michael Lee, Samuel Cecil,
Caleb Plyler

Members Present via Zoom: Sharon "Kay" Casey, Michael McMillan

WELCOME AND INTRODUCTIONS

Chairman Plyler welcomed members and guests. With all Council members present in person or via zoom, a quorum was established, and the meeting was called to order.

Sam Cecil moved to approve December 3, 2025, minutes as presented. Michael Lee seconded.

Motion carried.

Chairman Plyler asked the Council to approve board reimbursements.

Robert Campbell moved to approve board member reimbursements. Samuel Cecil seconded.

Motion carried.

Inoussa Zaki, Chief Fiscal Officer, presented the financial report ending on January 31, 2026.
ATTACHMENT 1 – 3.

Samuel Cecil moved to approve the financial report, Robert Campbell seconded.

Motion carried.

Samuel Cecil provided an update on the Federation of State Beef Councils letting the Council know that new officers had been elected.

Chairman Plyler provided an update on the Cattlemen's Beef Board stating that he attended a meeting that was held at CattleCon at the beginning of February. He informed the members know that he was re-elected to be on the Executive Committee again this year. He stated this would be his last year on the Cattlemen's Beef Board.

Mike McMillan provided a short update on the U.S. Meat Export Federation, informing the Council the next meeting will be held in Oklahoma in May.

University of Arkansas Division of Agriculture Programs

Dr. Looper provided an update on the Beef Quiz Bowl letting the Council know that on Friday, February 27, 2026, in Fayetteville there will be 15 teams participating in a quiz bowl.

Dr. Looper told the board know that Dr. Derico Setyabrata sent a report with updates on his dry aging survey. He informed the Council that the report was currently being written and would be sent to publication soon. Once that is completed the board will receive the final report.

Dr. Looper informed the Council that Dr. Setyabrata completed the Toxic Fescue project, and that board will receive the final report on that project soon. Dr. Looper told the Council that they are still working on two projects.

Dr. Looper updated the Council on the Beef Quality Assurance Program. The program lasts four weeks and upon completion numerous producers will have been certified.

Dr. Janeal Yancy provided an update on the Alpha Gal, letting the board know the contract was finalized and is in their packet for signature. Dr. Yancy provided an update about ongoing surveys.

Dr. Yancy invited the board to attend Boots, Brews, and Barbecue, a Kansas City Barbecue Society contest that is held across the country. The university will be hosting a contest on March 14, 2026, at Pauline Whitaker. Dr. Yancy stated that on March 13, 2026, they will also have a Boss Hall Ribeye Contest that will consist of five teams. Contestants will have one and a half hours to prepare and cook the ribeye, a side, and dessert.

Arkansas Beef Leadership Event (ABLE)

Chris Sweat let the board know that the Arkansas Beef Leadership Event (ABLE) has been incredible. He stated that 133 kids went through the leadership contest and with the Arkansas Junior Cattlemen Association show there were a little over 300 kids participating in ABLE.

Arkansas Cattlewomen Association

Cathy Ferguson provided a short update about schools that have been visited.

Arkansas Cattlemen's Association

Michelle Bufkin-Horton let the board know they are preparing for the nine area conferences that will take place in March. Bufkin-Horton provided an update on the Arkansas Cattlemen's Leadership Course participants, 20 participants have graduated. The next class will have 21 participants and will kick off February-23, 2026.

Bufkin-Horton informed the board about the next convention that will be held in Fort Smith starting on August 6, 2026, and ending on August 8, 2026.

Arkansas Farm Bureau

Addie Stamps gave an update on the Ag Leaders program taking place in March.

Beef Council Activities

Tillman Treat informed the board that he is working on getting the applications and proposals approved, once they have been approved, a press release will be distributed, for announcing the proposal details.

Treat let the board know that he is finalizing agreements for sponsorship with the Northwest Arkansas Naturals and the Arkansas Travelers.

Treat informed the board that at the National Convention (CattleCon) a change in the dietary guidelines was discussed. The change is that grains are no longer on top having been replaced by protein, noting that this is a huge win for cattle producers.

Mindy Sloan provided an update on upcoming events she will be attending.

Tillman Treat presented the Alpha Gal contract to the board for approval.

Samuel Cecil moved to approve the Alpha Gal contract as presented. Michael Lee seconded.

Motion carried.

Amy Lyman provided the board with an update on social media; she let the board know that she has been working with the Department of Agriculture's social media specialist and provided him access to the Arkansas Beef Council's social media. She encouraged members to take and send photos of events.

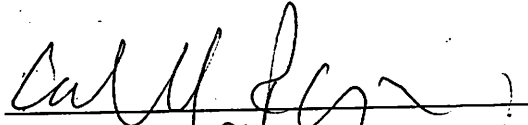
Four States Fair

Lisa Garner provided an update on ABLE and how great it's been hosting the event at the Four State Fairgrounds. She invited the board to take a tour of the Ag Learning Center.

ADJOURNMENT

Michael Lee moved to adjourn the meeting. Robert Campbell seconded.

Meeting adjourned.


Caleb Plyler, Chairman