

ARKANSAS BEEF COUNCIL MEETING

Minutes

December 7, 2023

10:30 a.m.

Members Present: Caleb Plyer, Terry Laster, Chase Groves, Jerry Christie, Samuel Cecil, and Robert Campbell

Members Absent: Sharon "Kay" Casey

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

Jerry Christie moved to approve the July 29, 2023; minutes as presented. Terry Laster seconded.

Motion carried.

Inoussa Zaki, Chief Fiscal Officer, presented the financial report for July 01, 2023 – November 30, 2023. **Attachment 1**

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

Motion carried.

Jerry Christie gave an update about upcoming meetings.

Sam Cecil gave update on the Cattlemen's Beef Board report and US Meat Export Federation.

University of Arkansas Division of Agriculture Programs

Dr. Mike Looper introduces Dr. Derico Setyabrata who gives an update about research projects and progress of grants.

Daniel Rivera presented Alternative Methods for Finishing Beef Cattle.

Dr. Maggie Justice provides update for Beef Quality Assurance. Dr. Justice mentions the simulator and the upcoming events it will be featured. Dr. Justice shares information on a Grant proposal that has been submitted to the NCBA for a stewardship program to come to Arkansas.

Ms. Allison Harman provides an update on the Arkansas Beef Quiz Bowl.

Arkansas CattleWoman Association

Mrs. Betty Garner gave an update on activities from July 1, 2023, to present.

Arkansas Cattlemen's Association

Mr. Phillip DeSalvo gave an update on about upcoming trainings.

Beef Council Activities

Mr. Patrick Fisk provides an update on monthly collections. Mr. Fisk introduces Ms. Mindy Sloan and Ms. Amy Lyman with the Department of Agriculture who will be assisting with planning, social media and marketing.

Arkansas Farm Bureau

Mr. Jake Cartwright gave an update on the Beef in the Classroom Program.

The council scheduled the next meeting for February 27, 2024, at the Arkansas Agricultural Experiment Station, Hope, AR.

Terry Laster moved to approve no further business. Robert Campbell seconded.

Motion Carried.

Meeting adjourned.


Caleb Plyer, Chairman

Arkansas Department of Agriculture

Arkansas Beef Council
Financial Report
November 30, 2023

Fund Balance July 01, 2023		\$137,643.02		
		Revenue	Budget	Variance
Special Revenue				
Beef Assessment		\$396,687.18	\$940,000.00	\$543,312.82
Other Reimbursements		\$377.80	\$0.00	\$0.00
Beef Council Holding		-\$327.00	\$0.00	\$0.00
Treasury Charges		-\$5,819.47	-\$13,640.00	-\$7,820.53
				\$0.00
Net Revenues:		\$390,918.51	\$926,360.00	\$535,441.49
		Expense	Budget	Variance
Remittance	Assistance, Grants & Aids (Cattlemen's Beef Promotion & Research Board)	\$187,995.01	\$440,000.00	\$252,004.99
	Assistance, Grants & Aids (Other State Beef Councils)	\$22,981.50	\$60,000.00	\$37,018.50
	Total:	\$210,976.51	\$500,000.00	\$289,023.49
Core Budget Items	**National Commitment (Federation of State Beef Councils)	\$26,000.00	\$26,000.00	\$0.00
	US Meat Export Federation (USMEF Dues)	\$0.00	\$11,600.00	\$11,600.00
	Board Travel/Meeting Expense/Forms	\$4,462.27	\$19,000.00	\$14,537.73
	Administration/Promotion Agreement			
	Farm Bureau Federation - Grant Management Agreement - \$15,000	\$18,528.75		-\$18,528.75
	**Farm Bureau Foundation - Administration - \$3,528.75			
Cooperator Funding	Ag Learning Center	\$0.00	\$10,000.00	\$10,000.00
	**Arkansas Cattlemen's Association	\$5,055.00	\$6,000.00	\$945.00
	**Arkansas CattleWomen's Association	\$6,676.44	\$12,000.00	\$5,323.56
	Arkansas Farm Bureau	\$0.00	\$15,100.00	\$15,100.00
	U of A: Information/Education Projects			
	Beef Quality Assurance	\$0.00	\$8,400.00	\$8,400.00
	Youth Beef Quiz Bowl	\$0.00	\$6,100.00	\$6,100.00
	Meat Science Quiz Bowl Team	\$0.00	\$7,200.00	\$7,200.00
	Beef Short Course	\$0.00	\$9,650.00	\$9,650.00
	Meats Education	\$0.00	\$5,000.00	\$5,000.00
U of A: Research	Utilization of Dry-Aged Waste Products	\$0.00	\$0.00	\$0.00
	Shipping optimization of meat e-commerce	\$8,496.80	\$19,390.00	\$10,893.20
	Impact of toxic fescue on beef tenderness	\$0.00	\$16,900.00	\$16,900.00
	Alt. methods for finishing beef cattle	\$0.00	\$23,940.00	\$23,940.00
Council Programs	Retail/Foodservice			
	**Arkansas Farm Bureau Foundation - \$1,234.33	\$1,234.33	\$21,000.00	\$19,765.67
	Education and Nutrition Information			
	Arkansas FFA Foundation - \$7,500	\$9,411.91	\$20,000.00	\$10,588.09
	**Arkansas Farm Bureau Foundation - \$1,911.91			
	Consumer Advertising and Events			
	**Arkansas Livestock Show Association - \$3,000			
	**Publishing Concepts, Inc. \$4,600 of \$9,200 Front Porch Magazine			
	Arkansas Cattlemen's Association - \$2,050 - Convention Sponsorship (Booth)	\$13,999.12	\$55,200.00	\$41,200.88
	**A1 Communications - \$120 Holiday Advertising			
	**Arkansas Farm Bureau Federation - \$260 Trade Show			
	**Arkansas Farm Bureau Foundation - \$3,969.12			
	Public Relations			
	**Arkansas Democrat Gazette - 4 x \$250 (Rock City Burger Week)			
	Arkansas Food Bank - \$1,000 (Rock City Burger Week)			
	Arkansas Travelers Baseball Club - \$10,000			
	Hooten Publishing Inc - \$8,000			
	Naturals Baseball Inc. - \$5,250	\$54,942.75	\$41,500.00	-\$13,442.75
	University of Central Arkansas Foundation - \$6,000			
	Arkansas Democrat Gazette - \$8,986.29 (Rock City Burger Week)			
	**Cape Productions & Publications - \$8,000 (Rock City Burger Week)			
	Cumulus Media Inc. - \$2,995.00			
	Fleming Charities Inc. - \$500 (5K Run with the flock)			
	Sinclair Broadcast Group Inc. - \$2,250 (Rock City Burger Week)			
	**Arkansas Farm Bureau Foundation - \$961.46			
	Producer Communications			
	**Arkansas Cattlemen's - Arkansas Cattle Business Advertising (9,000+circulation/month) - \$975/month x 5 months	\$10,489.32	\$30,700.00	\$20,210.68
	Arkansas Livestock Marketing Association - \$1,317.51			
	**Ashley Hughes Consulting LLC - \$1,000.00			
	**Arkansas Farm Bureau Foundation - \$3,296.81			
	Total:	\$370,273.20	\$864,680.00	\$494,406.80
Reserve	Established Reserve	\$90,000.00	\$90,000.00	
Available At November 30, 2023		\$68,288.33		
	YTD Net Collection	\$390,918.51		
	YTD Disbursements	\$370,273.20		

** Payment processed by the Arkansas Department of Agriculture