

## ARKANSAS BEEF COUNCIL MEETING

### Minutes

June 5, 2025

9:00 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.

**Sam Cecil moved to approve March 27, 2025; minutes as presented. Jerry Christie seconded.**

**Motion carried.**

Mr. Tillman Treat, Beef Council Administrator, and Mrs. Amanda Andrews, Managing Attorney, presented the council with a drafted copy of the proposed 'Arkansas Beef Council Bylaws'. Mr. Treat informed the council that the bylaws were needed due to a finding in the CBB – Cattlemen's Beef Board audit. The Council reviewed the draft, asked questions, made recommendations and asked Mrs. Andrews to draft a second set of bylaws to be reviewed at the next meeting.

**Jerry Christie moved to have a second set of Bylaws drafted, with the added recommendations from the council to be presented at the next Council meeting for further discussion. Sharon 'Kay' Casey seconded.**

**Motion Carried.**

The Chairman presented a Remote Attendance Policy to the council; he informed the council that the policy was in place by the Arkansas Livestock and Poultry Commission. He stated that he thought the policy was straight forward and the council could adopt the policy as is.

**Sam Ceicl moved to accept the Remote Policy as is. Sharon 'Kay' Casey Seconded.**

**Motion Carried.**

Inoussa Zaki, Chief Fiscal Officer, presented the financial report ending on May 31, 2025.  
**Attachment 1 – 3**

**Jerry Christie moved to approve the financial report as presented. Robert Campbell seconded.**

**Motion carried.**

Mr. Jerry Christie gave an update on US Beef Council, noted he would be having a meeting later in the month.

Mr. Michael McMillan gave an update on the US Meat Export Federation. He attended a meeting in Dallas back in May.

#### University of Arkansas Division of Agriculture Programs

Dr. Janeal Yancy gave an update on both Beef quiz bowl and Meats quiz bowl. She let the council know that there are 4 teams that will be competing in the finals. She also let the council know that there is meats quiz bowl taking place in Ohio, and she would have 6 kids participating.

Dr. Derico Setyabrata gave an update on meat quality studies and projects, he let the council know that there are two completed projects.

- Meat Microbiome
- E-Commerce Shipping

Dr. Maggie Justice provided an update Beef Quality Assurance. She let the council know she had a Cattlewoman's Boot Camp. She noted that she has completed 41 programs using the simulator since it was purchased in 2023. She let the council know she is now calculating the number of people attending the programs when using the simulator. She also informed the council she will be leaving the University and Dr. Midkiff will be taking over in her absence.

#### Arkansas Tech University

Dr. Crystal Ahrens-Rouillier gave an update on the first Meat Science Course and let the council know that she had completed a survey and learned that there is now a 67% increase in student knowledge of understanding what the Council is about. A 77% increase in student knowledge of the checkoff dollar.

#### Arkansas CattleWoman Association

Mrs. Cathy Ferguson provided an update on the past and upcoming activities.

#### Arkansas Cattlemen's Association

Mrs. Michelle Bufkin- Horton let the council know they are preparing for a convention that will be held in Hot Springs on August 8<sup>th</sup> and 9<sup>th</sup>. She informed the council about the Emergency Livestock Release Program (ELRP). It is a relief program for cattle producers that were affected by wildfires, drought and flooding in 2023-2024.

#### Beef Council Activities

Mr. Tillman Treat provided an update on the Summer Business meeting that will be taking place in July. He noted that the second annual best burger competition has been completed and with 309 nominations the winner this year was in Melbourne at Johnson's Country Cooking – The Big Daddy Burger. He provided the council with an update regarding the social media outreach for this year's contest.

- Views: 181.9K
- Reach: 63.6K
- Content Interactions: 3.1K
- Link Clicks: 1.8K
- Visits: 5.8K
- Follows: 209

Mr. Treat also let the council know that National Cattlemen's Beef Association and the Arkansas Department of Agriculture are keeping up with the New World Screw Worm.

Mrs. Mindy Sloan let the council know that she had attended the Beef Quiz Bowl, FFA Convention and the Northwest Women's Expo in Bentonville. She sat up a booth at the Pocahontas Livestock Auction back in May. Her upcoming events include 5 Arkansas Natural's games, Arkansas Travelers game on June 20<sup>th</sup>. She will also have a booth set up at the Arkansas Cattlemen's Association Convention in August.

Mr. Treat informed the council that one of the findings in the audit done by the CBB, it was noted that meeting minutes showed the council had reviewed the legislative audit findings back in November, but not that the council had voted to accept them. Mr. Treat provided a second copy to the council prior to the meeting and asked if the council would vote on them at this time.

**Sam Cecil moved to approve the review of the audit. Jerry Christie seconded.**

**Motion carried.**

Mr. Caleb Plyer, Chairman informed the council that he has asked for Mr. Treat to reach out the CBB for a copy of Guidelines for Approval of Programs under the Beef Promotion and Research Act.

**Attachment 4.**

Mr. Jake Cartwright let the council know about the upcoming Summer Beef Division Meeting; it will be held on June 28<sup>th</sup> 10:00 a.m. – 3:00p.m. in Rogers. He provided a 2025-2026 outlook for the council.

#### Promotional Proposal's

- Arkansas Hunger Relief Alliance – Beef Promotion and Nutrition Education Initiative - \$20,000
- Four States Fair and Rodeo – AG Learning Center - \$20,000
- Arkansas Cattlemen's Association – Arkansas Cattlemen's Leadership Class (ACLC) - \$7,000
- Arkansas Cattlemen's Association – ACE Convention - \$6,000
- Arkansas Tech University – Beef Educational and Promotional Events - \$19,030
- Farm Bureau – Arkansas Ag in the Classroom - \$15,000
- Farm Bureau – Beef in the Classroom - \$18,750
- University of Arkansas Division of Agriculture, Cooperative Extension Service – Educating Youth on Beef Promotion Using Quiz Bowl - \$8,800
- University of Arkansas Community College-Batesville – Cattle Trailer Purchase - \$20,000
- University of Arkansas, Department of Animal Science – Arkansas Beef Council Beef Short Course - \$11,350
- University of Arkansas – Undergraduate Meat Science Quiz Bowl Team - \$6,220
- University of Arkansas – Meat Education - \$5,000
- Arkansas Department of Agriculture – 2025 NASDA Annual Meeting - \$2,500
- Arkansas CattleWomen's Association – FY 2025-2026 Funding - \$12,000

#### Research Proposal's

- University of Arkansas, System Division of Agriculture – Adding market value using producer perceptions of native grazing - \$13,398
- Auburn University – Improving Nutritional Density of High Fat Ground Beef through added Beef Heart: A Consumer, Economic, and Meat Quality Approach - \$55,267.10
- University of Arkansas, Department of Animal Science – Maternal Melatonin Supplementation During Toxic Fescue Exposure - \$18,220
- University of Arkansas, Department of Animal Science – Characterizing the Persistent Environmental Microbiome and It's Role in Surface Contamination: Insights from a Dry-Aging Cabinet Model - \$14,902.00
- University of Arkansas, Department of Animal Science – Investigating Parabiotics as Innovative Bio preservatives for Meat Color Stability and Microbial Safety - \$12,002
- University of Arkansas, Department of Animal Science – Determining the prevalence of Alpha Gal Syndrome in Arkansas - \$15,000

#### Operations and Programs Budget Proposal

- Operations (or Core) Budget Items - \$60,600
- Retail and Foodservice Promotion - \$12,500
- Education and Nutrition - \$12,500
- Consumer Advertising and Events - \$49,200
- Public Relations - \$35,500
- Producer Communications – 25,800

At this time the council began voting on proposals.

Sam Cecil moves to approve the Operations (or Core) Budget as presented at \$60,600. Sharon 'Kay' Casey seconded.

Motion carried.

Sam Cecil moves to approve the Council Programs budget as presented at \$135,500. Jerry Christie seconded.

Motion carried.

Jerry Christie moves to deny or strike the proposal by University of Arkansas Community College-Batesville – Cattle Trailer Purchase - \$20,000. Sam Cecil seconded.

Motion carried.

Sam Cecil moves to approve \$10,000 to Arkansas Hunger Relief Alliance – Beef Promotion and Nutrition Education Initiative. Sharon 'Kay' Casey seconded.

Motion carried.

Sam Cecil moves to approve Arkansas CattleWomen's Association proposal as presented. Rob Campbell seconded.

Motion carried.

Sam Cecil moves to approve the University of Arkansas – Meat Education at \$5,000. Jerry Christie seconded.

Motion carried.

Jerry Christie moves to approve University of Arkansas – Undergraduate Meat Science Quiz Bowl Team at \$6,220. Sam Cecil seconded.

Motion carried.

Sharon 'Kay' Casey moves to approve University of Arkansas, Department of Animal Science – Arkansas Beef Council Beef Short Course as presented at \$11,350. Sam Cecil seconded.

Motion carried.

Jerry Christie moves to approve University of Arkansas Division of Agriculture, Cooperative Extension Service – Educating Youth on Beef Promotion Using Quiz Bowl at \$8,800. Sam Cecil seconded.

Motion carried.

Sam Cecil moves to approve Farm Bureau – Beef in the Classroom at \$18,750. Jerry Christie seconded.

**Motion carried.**

**Jerry Christie moves to approve Farm Bureau – Arkansas Ag in the Classroom at \$15,000. Sam Cecil seconded.**

**Motion carried.**

**Sam Cecil moves to approve Arkansas Tech University – Beef Educational and Promotional Events at \$19,030. Sharon 'Kay' Casey seconded.**

**Motion carried.**

**Jerry Christie moves approve Arkansas Cattlemen's Association – ACE Convention and trade show at \$3,500. Rob Campbell seconded.**

**Motion carried.**

**Rob Campbell moves to approve Arkansas Cattlemen's Association – Arkansas Cattlemen's Leadership Class (ALC) at \$7,000. Sam Cecil seconded.**

**Motion carried.**

**Sam Cecil moves to approve the University of Arkansas, Department of Animal Science – Determining the prevalence of Alpha Gal Syndrome in Arkansas at \$15,000. Jerry Christie seconded.**

**Motion carried.**

**Jerry Christie moves to deny or strike the University of Arkansas, Department of Animal Science – Characterizing the Persistent Environmental Microbiome and It's Role in Surface Contamination: Insights from a Dry-Aging Cabinet Model at \$14,902.00.**

**Motion carried.**

**Jerry Christie moves to deny or strike the University of Arkansas, Department of Animal Science – Maternal Melatonin Supplementation During Toxic Fescue Exposure at \$18,220. Sam Cecil seconded.**

**Motion carried.**

**Sam Cecil moves to approve the University of Arkansas, Department of Animal Science – Investigating Parabiotics as Innovative Bio preservatives for Meat Color Stability and Microbial Safety at \$12,002. Jerry Christie seconded.**

**Motion carried.**

Sharon 'Kay' Casey moves to approve Four States Fair and Rodeo – AG Learning Center at \$15,000.  
Jerry Christie seconded.

Motion carried.

Sam Cecil makes a motion to approve funding for the preliminary budget for the next meeting. Jerry Christie seconded.

Motion carried.

Jerry Christie makes a motion to approve the two extensions request that was received by email. Sam Cecil seconded.

Motion carried.

Sam Cecil makes a motion to cover the travel expenses for Mike McMillian to attend the USMEF meeting in Korea. Rob Campbell seconded.

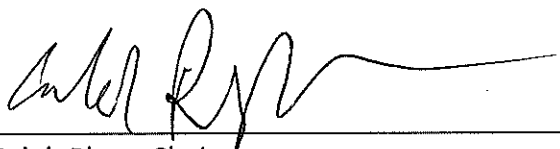
Motion carried.

The council scheduled the next meeting August 9, 2025, at 9:00a.m. and will be held at the Arkansas Cattlemen's Convention in Hot Springs.

Rob Campbell moved to approve no further business. Sharon 'Kay' Casey seconded.

Motion Carried.

Meeting adjourned.



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Caleb Plyer, Chairman