

## ARKANSAS BEEF COUNCIL MEETING

### Minutes

December 3, 2025

10:00 a.m.

Members Present: Caleb Plyer, Sharon 'Kay' Casey, Samuel Cecil, Robert Campbell, Mike McMillan, and Michael Lee.

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

**Sam Cecil makes motion to approve the meeting minutes from the August 9, 2025, meeting. Michael Lee seconded.**

**Motion carried.**

Inoussa Zaki, Chief Fiscal Officer, presented the FY 26 Budget Expenditures report for FY26 ending on November 19, 2025. Mr. Zaki reviewed a monthly collection summary and provided an update on the council's FY 2025-26 budget.

#### **Attachment 1**

**Sam Cecil moved to approve the financial report. Michael Lee seconded.**

**Motion carried.**

Mr. Zaki reviewed the Arkansas Beef Council's Legislative Audit. Mr. Zaki let the members know that there were no audit findings in the year ending June 30, 2025.

#### **Attachment 2**

**Sharon 'Kay' Casey moved to approve and file the Legislative Audit. Robert Campbell seconded.**

**Motion carried.**

#### Federation of State Beef Council

Mr. Robert Cambell let the members know that he would be attending a convention in February 2026.

### Cattlemen's Beef Board

Mr. Plyer let the members know that the next meeting will be at CattleCon happening in the first week in February.

Mr. Plyer provided an update about a meeting he attended in Denver, Colorado on the first of September. He informed the council of the approval of the budget for the upcoming year.

### USMEF – US Meat Export Federation

Mr. Mike McMillan gave an update about an event he attended called Heartland Team Visit on September 7-13<sup>th</sup> in Seoul, Korea. Mr. McMillan thanked the council for allowing him to attend the convention and stated that it was a great learning experience.

### University of Arkansas Division of Agriculture Programs

Dr. Mike Looper introduces Dr. Ali Grody as the replacement of Dr. Maggie Justice.

Dr. Janeal Yancy gave an update about the hosting of the ACLC Beef Short Course, Dr. Yancy let the council know that there were 16 participants and that she felt it was a great turnout. Dr. Yancy informed the council that she is starting preparations for another course in the spring.

Dr. Yancy provided an update on Beef Quiz Bowl, Dr. Yancy stated that she took a team to a beef conference in June, and they placed highly. Dr. Yancy let the council know that the next two high school Beef Quiz Bowl competition will take place in Texarkana on February 20<sup>th</sup>, and the second will be up north on February 27<sup>th</sup>. Dr. Yancy stated that the meats education will start back up in the spring.

Dr. Yancy informed the council about the status of the Alpha-gal research, she stated that the contracts have not been signed just yet but hoped to have them pushed through soon.

Dr. Derico Setyabrata provided an update on research that was under review, he stated that once it has been published, he would be providing that research to the Arkansas Department of Agriculture. Dr. Setyabrata informed the council that he did receive an extension on a couple of projects. Dr. Setyabrata let the council know that he may ask for an extension on a few more projects.

### Arkansas CattleWoman Association

Mrs. Kathy Ferguson presented the council with a new and updated "Education Trunk" that will allow for easier transport of education materials. Mrs. Ferguson informed the council that they attended three events. Chili Cook-Off at the State Fair, they presented at the Family Consumer Teaching conference, presented and sponsored a meal at the Hero's over-the-water event. They have visited four high schools and two county fairs where they visited with 250 students

about beef nutrition. They have reached over 2,000 students and adults; to date they have spent \$7,600 of their \$12,000 budget. Mrs. Ferguson stated they have six additional middle schools and high schools scheduled after the first of the year.

#### Arkansas Cattlemen's Association

Mrs. Michelle Bufkin- Horton gave an update on ACLC's fourth session, it was the media training and advocacy session. She stated that next year's convention will be held in Fort Smith and will take place in August. She let the council know she will be starting the area conferences in March.

#### Arkansas Farm Bureau

Mr. John Bailey introduces Jake Cartwright's replacement as Ms. Addie Stance. She will be specializing in beef, dairy and equine. Mr. Bailey also introduces Colby Wilson as the new poultry, swine and small ruminants' specialist. They will begin reporting for Arkansas Farm Bureau at the next meeting.

#### Four States Fair

Kristen Larey gave an update on the Ag. Learning Center, stated that she started last June and by the end of December she had 600 kids. She stated that this year her goal was 1,000, but she has surpassed that goal with 1,900. Ms. Larey let the council know that she has updated curriculum and academics and is continuing outreach.

Mr. Chris Sweat provides the council with information on an upcoming event ABLE – Arkansas Beef Leadership Event that will take place in Texarkana on February 18<sup>th</sup> -21<sup>st</sup>, 2026. Mr. Sweat stated that the event will be beneficial for industry leaders to visit with students and teach younger generations about the importance of beef and give them learning opportunities. Mr. Sweat mentioned that ABLE is still needing or looking for sponsorship.

Mr. Caleb Plyer refers to Ms. Amy Lyman who is the promotions manager with the Arkansas Department of Agriculture. Ms. Lyman states she will review the budget in more detail when she returns to the office. Mr. Sam Cecil mentions a sponsorship of \$5,000. Ms. Lyman states she thinks \$5,000 would be acceptable to the council's budget.

**Sam Cecil moved to approve a \$5,000 sponsorship to ABLE, Arkansas Beef Leadership Event. Michael Lee seconded.**

**Motion carried.**

#### Beef Council Activities

Mr. Tillman Treat provides the council with an update on sponsorships with the Arkansas Travelers and Northwest Arkansas Naturals have been completed. Mr. Treat let the council know that Ms. Mindy Sloan had a booth at the Arkansas State Fair, and that the biggest sponsorship at the State Fair this year was the Lost Kids safety wrist bands booth.

Mr. Treat informed the council that the beef council participated in the Southeast States Campaign; it was used to promote "Beef is what's for dinner ad" it ended on August 31<sup>st</sup>. Mr. Treat stated that the council also sponsored Central Arkansas Women's Expo in the Little Rock, the council sponsored a Top Chef Event in Northwest Arkansas.

Mr. Treat asked the council about participating in the "Best Burger" contest again this year. Mr. Plyer asked Mrs. Lyman and Mr. Treat if they could investigate getting a cook off challenge sponsored by Beef Council started at the Cattlemen's Convention next year.

Mr. Treat asked the council who would like to attend the Winter Business Meeting in February that will be held in Nashville, Tennessee. Robert Campbell, Kay Casey, and Sam Cecil said they would be able to attend.

#### BYLAWS

Mr. Plyer introduces the updated bylaws and asked Mrs. Amanda Andrews, who is the managing attorney for the Arkansas Department of Agriculture, about any changes that have been made. Ms. Andrews states that there are a few updates that were made for the protection of the council, the update can be found in 4.1.b.

#### **Attachment 3**

**Sam Cecil moves to approve the Bylaws as written. Mike McMillian seconded.**

**All in favor, motion carried.**

The council scheduled next year's meetings in advance.

May 18<sup>th</sup> and 19<sup>th</sup>, 2026, at the Department of Agriculture headquarters  
August 8, 2026, at the Arkansas Cattlemen's Association Convention in Fort Smith  
December 2, 2026, at the Arkansas Fram Bureau Convention, location to be determined

The council scheduled the next meeting for Friday, February 20, 2026, at 1:00pm at the Arkansas Beef Leadership Event in Texarkana.

**Robert Campbell moved to approve no further business. Michael Lee seconded.**

**Motion Carried.**

Meeting adjourned.



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Caleb Plyer, Chairman