



Cattle Talk

texasbeef.org * Checkoff Information from the Texas Beef Council * December 2014

New Leadership Represents Texas Cattle Producers on Texas Beef Council Board

The Texas Beef Council's (TBC) newly elected board of directors began the new fiscal year leading the state's producer-run beef marketing organization. The TBC board of directors consists entirely of beef producers providing representation of the state through organization affiliation. In addition, the board may elect two directors at large, without nomination by a qualified organization, to round out the board with equitable geographic and sector representation.

Dave Edmiston, a McCulloch County rancher, is the newly elected chairman of the TBC board. Edmiston represents Texas Farm Bureau and is a third-generation cow-calf producer who ranches in the Heart of Texas.

"I'm honored to serve Texas cattlemen and women in this leadership role," said Edmiston. "Texas beef producers should know their state and national beef checkoff program is working hard to help build beef demand on their behalf and help them be profitable."

Austin Brown III of Beeville will represent Texas and Southwestern Cattle

Raisers Association on the TBC board and is the newly elected vice chairman. Brown is a cow-calf producer and ranches in South Texas.

Joining Edmiston and Brown on the executive committee are Bruce Dopslauf, Ryan Moorhouse and outgoing chair, Coleman Locke. The executive committee acts for the entire board on matters that require action between regularly scheduled meetings for the full 20 member board.

The TBC board establishes the budget and ultimately decides which demand building programs receive checkoff funding collected under the national Beef Checkoff Program. Directors can serve up to six consecutive one-year terms on the TBC board.

"For more than 27 years Texas beef producers have been making decisions about where their checkoff dollars are invested in the areas of promotion, research and education," said Edmiston. "I'm confident in our board's vision and strategic plan that will be implemented through fiscal year 2015."



Dave Edmiston



Austin Brown III



"Texas beef producers should know their state and national beef checkoff program is working hard to help build beef demand on their behalf and help them be profitable."

Dave Edmiston, President
Texas Beef Council



National Dollars at Work

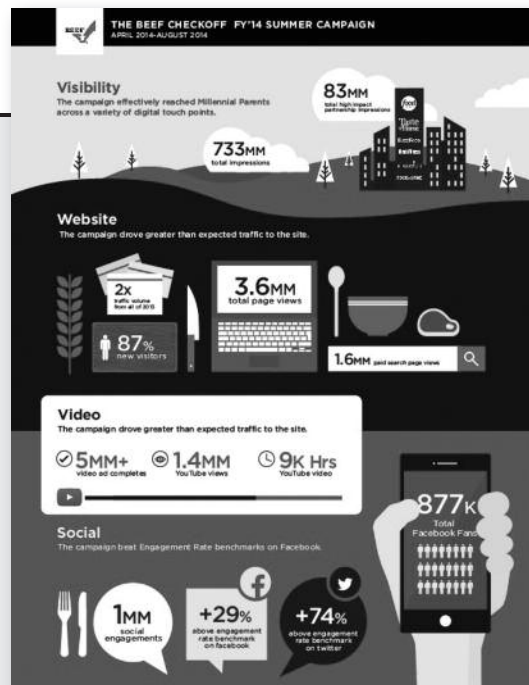
Record Beef Export Value for October

October 2014 beef exports were up 2 percent year-on-year to 242.2 million pounds and export value reached a record-high \$687.1 million – up 22 percent from a year ago. The volume of muscle-cut exports was down 2 percent to 168.6 million pounds, but still increased 19 percent in value to \$596.5 million, according to data released by USDA and compiled by the U.S. Meat Export Federation (USMEF), a contractor to the beef checkoff. For the first 10 months of 2014, beef export volume was up 3 percent year-on-year to more 220 million pounds, and export value reached \$5.87 billion – 15 percent ahead of last year's record pace!

Digital Consumer Advertising Campaign

The checkoff's new digital advertising campaign recently wrapped up its first full year in the marketplace, and the results are in! The campaign educated millions of consumers on Beef's superior taste, nutrition and ease-of-use – by providing them with the beef-related information that they need, when they needed it. Through the checkoff's digital campaign, many consumers are now equipped with the beef tips, techniques

and recipes they require to ensure a great beef eating experience, each and every time. This infographic showcases some of the campaign's key results – including the campaign's extensive reach (733 million impressions), widespread use of the checkoff's flagship consumer website, "Beef. It's What's for Dinner.com" (over 3,600,000 page views), mass viewership of the new "No Recipe" videos (over 5,000,000 video ad views) and the checkoff's highly engaging social media tools (more than a million consumer engagements with beef's Facebook and Twitter accounts).



Meet Your Board of Directors

OFFICERS

① Dave Edmiston

Chairman

Represents: Texas Farm Bureau

Hometown: Brady

TBC Committee: All

② Austin Brown III

Vice Chairman

Represents: TSCRA

Hometown: Beeville

TBC Committee: Beef Resources

EXECUTIVE COMMITTEE

③ Bruce Dopslauf

Represents: ICA of Texas

Hometown: La Grange

TBC Committee: Domestic Marketing

④ Coleman Locke

Represents: Texas purebred cattle assns.

Hometown: Hungerford

TBC Committee: Beef Resources

⑤ Ryan Moorhouse

Represents: TCFA

Hometown: Hartley

TBC Committee: Beef Resources

BOARD MEMBERS

⑥ Jason Beyer

Represents: Packers

Hometown: Dublin

TBC Committee: Beef Resources

⑦ Russell Boening

Represents: Texas Farm Bureau

Hometown: Poth

TBC Committee: Domestic Marketing

⑧ Katsy Cluck

Represents: TCFA

Hometown: Boerne

TBC Committee: Domestic Marketing

⑨ Amanda Dyer

Represents: At-large member

Hometown: Fort Davis

TBC Committee: Beef Resources

⑩ Bryan Forester

Represents: Livestock Markets

Hometown: Larue

TBC Committee: Domestic Marketing

⑪ Rocky Gingg

Represents: Texas dairy associations

Hometown: Friona

TBC Committee: Beef Resources

⑫ Steven Lastovica

Represents: At-large member

Hometown: Salado

TBC Committee: Beef Resources

⑬ Brian Malaer

Represents: ICA of Texas

Hometown: Harwood

TBC Committee: Beef Resources

⑭ Susie O'Brien

Represents: TCFA

Hometown: Amarillo

TBC Committee: Domestic Marketing

⑮ Tommy Perkins, PhD

Represents: Texas purebred cattle assns.

Hometown: San Antonio

TBC Committee: Beef Resources

⑯ Lynn Ramsey

Represents: Texas dairy associations

Hometown: Emory

TBC Committee: Domestic Marketing

⑰ Dan Shelton

Represents: Texas Farm Bureau

Hometown: New Boston

TBC Committee: Beef Resources

⑱ Dr. Dick Sherron

Represents: TSCRA

Hometown: Beaumont

TBC Committee: Domestic Marketing

⑲ Steve Swenson

Represents: TSCRA

Hometown: Dallas

TBC Committee: Domestic Marketing

⑳ Anne Wirtz

Represents: Texas CattleWomen

Hometown: Brenham

TBC Committee: Beef Resources



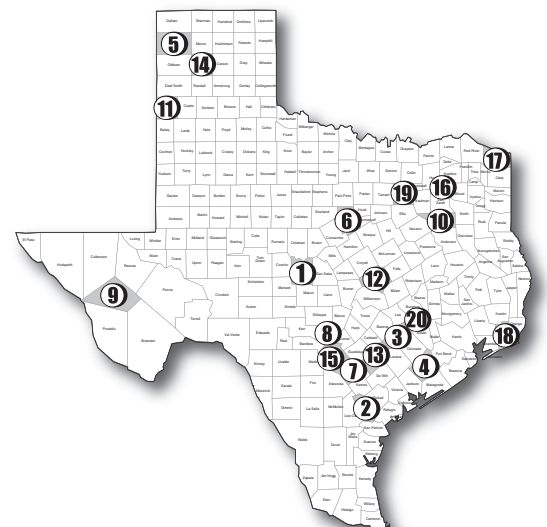
8708 North FM 620
Austin, TX 78726-3503

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TBC's executive committee may act on behalf of the full board between regular meetings. Five directors including the chairman, vice chairman and past chairman make up the executive committee. Any action taken by this committee must be ratified by the full board at the next scheduled meeting.



For more information on these programs, contact TBC at 1-800-846-4113.