



Cattle Talk

Spring 2016

Annual Report Recaps State and National Beef Checkoff Programs

AUSTIN, TX - The Texas Beef Council (TBC) recently published the 2015 annual report highlighting key state and national programs in the areas of promotion, research and education. Included in the Annual Report is an overview of revenues and expenditures for fiscal 2015.

"I'm proud to announce the release of our annual report which includes financials and program highlights from the first year of the state beef checkoff program as well as the national beef checkoff program," said Austin Brown III, rancher from Beeville and chairman of the TBC board of directors. "The annual report is a great source of information that gives Texas beef producers an opportunity to learn more about how both checkoff program dollars are being invested in demand-building programs throughout the year."

TBC conducts the \$1 per head national checkoff program for Texas beef producers and is also a contractor for the Beef Promotion Research Council of Texas (BPRCT), which administers the \$1 per head Texas state checkoff program.

The national Beef Checkoff Program was established as part of the 1985 Farm Bill and assesses \$1-per-head on the sale of live domestic and imported cattle, and the equivalent on imported beef and beef products. Under the law that guides the checkoff, 50 cents of each Texas checkoff dollar must go to the Cattlemen's Beef Board for national programs. The TBC board of directors, consisting entirely of Texas cattlemen and women, invests the other half dollar in programs conducted in Texas as well as additional national and international beef marketing programs.

Texas beef producers voted in June 2014 to

establish a state-level beef checkoff program which was approved and began collections October 1, 2014. The program is funded through a refundable \$1 per head assessment on cattle at each point of ownership transfer in Texas. The funds are managed in accordance with Texas law by the BPRCT. The BPRCT consists of 20 Texas cattlemen and women appointed by the Texas commissioner of agriculture. Unlike the national checkoff program, the BPRCT oversees the entire \$1 checkoff assessment and can choose to invest state dollars in the areas of promotion, research and education in Texas, the U.S., and international markets.

The report presents the combined financial results of TBC and BPRCT and includes a chart indicating the percentage breakdown of investments in each program area. The chart also shows TBC's voluntary investment in the Federation of State Beef Councils and combined voluntary investment in U.S. Meat Export Federation (USMEF). Some of the programs highlighted in the report include health influencers, social media, retail education, beef quality assurance, international marketing, BEEF team, public relations, issues management and retail promotion.

The report's reverse side summarizes similar information on national programs approved by the Cattlemen's Beef Board and contracted through organizations such as the National Cattlemen's Beef Association and the USMEF.

To request a copy of the annual report summary or a more detailed audited financial report, please email beef@txbeef.org or call toll-free 1-800-846-4113. The annual report can also be viewed online at TexasBeefCheckoff.com.

Entrepreneurial Spirit Guides New Beef Board Chair

Cow-calf and stocker operator Anne Anderson from Austin, Texas, was elected by fellow Cattlemen's Beef Board (CBB) members to serve as CBB chairman in 2016.

Get to know Anne in the following interview:

TELL US ABOUT YOURSELF AND YOUR HISTORY IN THE BEEF INDUSTRY.

"I grew up on the Gulf Coast on a small ranch in Columbus, Texas, and at the age of 1, was given my first calf. We (siblings and cousins) all owned cattle in a co-mingled herd, raised them throughout our school years, and then had the opportunity to sell our herd to help put ourselves through college. I received my college degree in home economics/education and continued on to graduate school where I earned a Master's in education for curriculum development, and also a Master's in business. My thesis was "The Effectiveness of a Biocolation on Intermediate and Secondary Students"; my research was centered around nutrition and protein. I was a therapeutic dietitian, then became a dietitian in the state system for two years. After that, I spent six years working in the dairy industry when I was hired by Texas Cattle Feeders as a Registered Dietitian. That was the time when we went to a voluntary \$0.25 checkoff in Texas. I later participated in the writing of the legislation for the checkoff in Texas and served as the first executive director for the Texas Beef Council and served in that role for 10 years. But I'm an entrepreneur and had other things I wanted to do! I went on to build vertically integrated supply-chain partnerships in the private sector. I am active on the ranch every single day. We took a ranch that was in much disrepair and added wells, tanks, a central pen area, cross-fences, and built a beautiful heifer

pasture. We did a 1031 exchange to a ranch in the hill country 155 miles west of Austin where forage resources were almost completely depleted. Myself and our small staff are committed to following the same improvement directions to enhance grazing capacity on the new ranch."

WHAT DO YOU BELIEVE IS THE BIGGEST STRENGTH YOU BRING TO THE TABLE AS CHAIR?

"My predecessor was in the meat industry. Another member of our Beef Board officer team is in the dairy industry. I have spent 20 years in the beef industry. So what I like to think I bring to the table is experience, long-standing relationships and a positive attitude firmly based on the concept of teamwork."

TELL US ABOUT YOUR FAMILY.

"My husband, Jim, and I own a small cattle ranch in Colorado County and a larger one, which I manage, in Menard and McCulloch counties. We raise what I refer to as prime beef - Wagyu cattle. We also have an olive orchard and raise pen deer. Every day, we strive to build an economically and environmentally sustainable ranch. We have two children, Morgan and Ross, and three grandchildren ages 1, 3 and 5."



Beef Quality Assurance Tips

Castration — Best management practices

Castration of older, heavier animals causes greater stress and increases the chances for bacterial infections and surgical complications. The additional stress can also suppress immune function and increase susceptibility to other diseases. Early castration is less stressful on bull calves and should occur between birth and 300 lbs. Regardless of coffee-shop perceptions, there are economic incentives to castrating bull calves prior to marketing.

WHAT DO YOU HOPE TO ACCOMPLISH DURING YOUR YEAR AS CHAIR?

"Plain and simple, I am seeking active involvement from every single member of our Board and committees. Decisions about where checkoff dollars are invested are not made in a vacuum; they are not made based on staff directive. It truly is a grassroots producer-led organization, and I would like to see a higher level of commitment from our investors. I will also work to ensure the leadership that is provided is in accordance to the spirit of the checkoff."

WHAT DO YOU SEE AS ONE OF THE BIGGEST CHALLENGES FACING THE CHECKOFF, AND THE INDUSTRY?

"Spending shrinking dollars in the most effective way, even if it involves change. We've gradually made changes, but one of the challenges we continually face is getting the most return on investment. Research

says the opportunity for growth is by maintaining the domestic market we have and opening new global markets. But in light of supply and prices and economics, it's a challenge to make the right decisions for everyone involved. I also think diet and nutrition will be a driving force in the minds of our consuming public moving forward."

WHAT WOULD YOU LIKE EVERY INVESTOR TO KNOW ABOUT THEIR BEEF CHECKOFF PROGRAM?

"The producers who are making decisions are making wise decisions. They are spending the time to be informed, and read, and study and think. Trust the checkoff. Be positive about the checkoff. And trust that the producers making those decisions about where your money is invested are getting the most possible for your dollar."

Program Updates

BEEF LOVING TEXANS

The Texas Beef Council continued to reach consumers online through holiday BEEF Loving Texan Facebook carousel ads. These popular ad types offered consumers a scroll-through five recipe carousel that drove traffic to txbeef.org. The recipe carousels focused on holiday roasting, breakfast and appetizers. The ads targeted current BEEF Loving Texan fans and their friends. The ads have been hugely popular and have received excellent engagement in the form of likes, comments and shares.

SLIM DOWN SHOWDOWN

The Texas Beef Council is a proud presenting sponsor of the HEB Slim Down Showdown program. As a sponsor, beef is showcased throughout the 12-week competition where participants have a chance to win a \$10,000 grand prize or a \$5,000 health hero prize. The Showdown began in San Antonio with an intensive, seven day wellness program known as Fit Camp, complete with fitness and nutrition training, cooking lessons, meal training and more. Upon returning home, contestants receive coaching and support from HEB's registered dietitians, past contestants and wellness coaches. Overall winners will be announced during a Grand Finale celebration in San Antonio on April 16, 2016.

CHEFS ATTEND PASTURE TO PLATE TOUR

Eight industry chefs and two culinary educators recently attended a checkoff-funded pasture to plate tour of the Texas beef industry. Attendees visited Graham Land and Cattle Company feed yard in Gonzales, Kane Beef processing plant in Corpus Christi, and the Rosenthal Meat Science Center at Texas A&M University in College Station. The group traveled more than 700 miles experiencing first-hand the beef life cycle from pasture to plate.

HOLIDAY ROASTING

The Texas Beef Council (TBC) appeared on five television cooking segments throughout the holiday season. Viewers in San Antonio, Tyler, Amarillo, Beaumont and Waco learned how to prepare the perfect holiday beef roast with a little help from the experts. TBC shared advice on how to purchase the right cut, delicious recipe options, roasting techniques and helpful tips to ensure a positive eating experience.



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Board of Directors

Austin Brown III - Beeville, *Chairman*

Jason Beyer - Dublin, *Vice Chairman*

Dave Edmiston - Brady, *Executive committee*

Steven Lastovica - Salado, *Executive Committee*

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Brad Hastings - Amarillo

Brian Malaer - Harwood

Tommy Perkins - San Antonio

Lynn Ramsey - Emory

Staci Schoenfeldt - Fort Stockton

Dan Shelton - New Boston

Dick Sherron - Beaumont

Steve Swenson - Dallas

Michael White - Vernon

Bill Wight - Odessa

SHINER BOCK BEER SHORT RIBS WITH CHIPOTLE CHEESE GRITS



✔ Featured on the [BEEF Loving Texans](#) blog - Posted by Jennifer Fisher with [TheFitFork.com](#)

INGREDIENTS

FOR BEER SHORT RIBS (IN SLOW COOKER)

- 1 teaspoon olive oil
- 4 pounds beef short ribs, bone-in
- 3 tablespoons Greek seasoning
- 1 14-ounce can beef broth
- 1 12-ounce bottle Shiner Bock or other medium to dark beer
- ¼ cup molasses
- 2 tablespoons balsamic vinegar
- 1 teaspoon dried thyme
- 1 teaspoon hot pepper sauce (like Tabasco)
- ½ teaspoon salt

FOR CHIPOTLE CHEESE GRITS (ON STOVE TOP)

- 1 cup liquid from slow cooker
- 1 ½ cups water
- ½ teaspoon salt
- 1 tablespoon minced chipotle in adobe
- ½ cup instant grits
- 3 ounces grated Monterrey Jack cheese

INSTRUCTIONS

Rub olive oil in bottom of skillet, bring to high-heat. Pour Greek seasoning into shallow dish and roll each short rib though to coat. Add seasoned short ribs to skillet, searing quickly for about 30 to 60 seconds per side. Remove from heat. Add broth, beer molasses, vinegar, onion powder, garlic powder, thyme, salt and pepper sauce to slow cooker, stir to combine. Add short ribs to liquid and place lid on slow cooker. Cook on low setting for 10 to 12 hours. Ten minutes before serving, remove 1 cup of strained short ribs cooking liquid from slow cooker, add to medium pot. Add water, salt and chipotle in adobe sauce to pot and bring to boil over high heat. Reduce heat to medium and add instant grits, stirring frequently for 8 to 10 minutes or until thickened. Remove pot from heat and cheese, stir until combined. To serve, make a pile of grits and place a short rib on top. Present with strained short rib juice, if desired. Serves 4.