

- UPDATE FROM THE MONTANA BEEF COUNCIL -



## STATE PARTNER UPDATE

MTN completed work on our "Cowboy in the Kitchen" series. This series will pair a chef and a cowboy while working in the kitchen to uncover beef tips and tricks to share with consumers. The first series focuses on Prime Rib with Chef Andy from the High Horse Saloon and Cowboy Turk Stovall. We will continue this series featuring different information for consumers. Promotional television ads are running statewide and the videos can all be found on our website and YouTube channel. Check out the videos (and feel free to share)!

### COWBOY IN THE KITCHEN

Per committee request, MSU Extension and MBC have met with various different Montana product-offering websites and organizations to continue work on the MSU Beef Directory proposal. A revised proposal will be presented soon.



## National Corner

To showcase the Beef Quality Assurance program, NCBA, on behalf of the Beef Checkoff, partnered with Chef's Roll to create videos that bring beef farmers and ranchers together with chefs. The video series takes chefs across the beef lifecycle to get a first-hand look at the care that goes into creating high-quality beef and brings farmers and ranchers to restaurants to see popular beef dishes being made. Three videos have been launched and have had over 300,000 views. Click the link below to watch and learn more.

[CHEF'S ROLL: BQA AND CHEF VIDEOS](#)

## INTERNATIONAL CORNER: From the Desk of Dan Halstrom, USMEF CEO

October Beef Export Statistics came in about where we thought it would, basically steady with last year October 2019. That being said it is worth noting that Beef Muscle Cuts were up 5 % versus last year reflecting the expected rebound in beef muscle cut volumes to Asia. Overall Demand continues to be strong at retail, as well as online digital platforms. Japan and Korea both continue to struggle with surges in Covid-19 positives while China, Vietnam, and Taiwan are virtually back to normal as it relates to very few Covid-19 positives and foodservice for the most part back to normal or close to Pre-Covid 19 levels.

China Beef Exports for October were the big story of the month with a record 6831 Metric Tons exported at a value of \$ 48 Million Dollars. The YTD stats January – October 2020 stand at 24,709 Metric Tons which is an increase of 219 % over last year and a value of \$ 178 Million which is a 187 % increase over last year. Suffice it to say with the China Phase 1 Implementation for Beef occurring in March 2020, we are starting to see the supply chain adjust to improved market access and reflecting increased supply for China. The other hidden benefit of this is increased competition for like Asian beef cuts such as Short Plates, Short Ribs, and Chuck Products which should work to strengthen demand and prices into Asia.

Japan saw increased business as well in October with 23,353 Metric tons which was about 10 % growth year on year. Specifically we saw a surge in Short Plate Business as well as some other key cuts which is further evidence that the Japan US Agricultural Agreement Implemented in January 2020 is working as we are now on a level playing field with major competitors such as Australia and Canada. A lot of this Short Plate product goes into further processing for Convenience Stores and Fast Casual Dining establishments. Foodservice continues to struggle, although certain segments like the family style yakiniku segment is rebounding nicely as evidenced by strong demand for U.S. Beef Tongues.

Taiwan also saw growth in October with 5,877 Metric Tons exported representing growth of 15 % year on year which is evidenced by US Chilled Beef Market Share approaching 80 % at Retail in Taiwan. Africa as well continues to have positive trendlines on Beef Variety Meats with growth of 27 % year on year in October.

Lastly, I would like to mention Mexico. October volumes for beef totaled 16,783 Metric Tons which is a decrease of 18 % year on year. However, this is the largest month since March 2020 reflecting an uptick in foodservice demand as tourism slowly starts a rebound from the Covid-19 restrictions which were implemented in May 2020. USMEF is forecasting a significant uptick in 2021 as foodservice and tourism begin to return to more normal levels.

# Merry Christmas!

Kiley Martinell with her festive  
beef apron and Christmas roast!



DO YOU...

*feel a song coming on?*

**MBC BOARD  
MEETING:  
JANUARY 15, 2021  
IN-PERSON &  
VIRTUAL OPTIONS**

**UPCOMING EVENTS**