

JOY TO YOUR
PLATE
MONTANA.

DECEMBER
2021

Beef Bites



- UPDATE FROM THE MONTANA BEEF COUNCIL -

Beefing up the Classroom

Chaley and Sue spent time in the classroom teaching juniors and seniors at Absarokee High School about beef, cuts, and cooking to prepare them for their future. After discussing cuts of beef, grades, types of beef and cooking methods, MBC utilized the family and consumer science lab to create a hands-on training that allowed the students to work in teams and prepare two recipes in different ways. The students prepared batches of Beef Chili with 80% lean ground beef and 93% lean ground beef, along with chili made with stew meat and Popcorn Steak Bites made with cubed steak and top sirloin. And of course sampling all around for a little competition amongst the teams. BEEF for the win!



"I don't know how I would ever feed my family without beef on my table."

"Protein packed!! And supporting ranchers! And my kids LOVE a good steak!"

"A meal is not complete without beef!"

"Ahh, beef. It's the sustenance that gets me through the day. It fills me with joy and warmth. But not too much warmth...I prefer it medium rare!"

Coming to a city near you!

MONTANA
BEEF
COUNCIL

*10 Days
of Giveaways
in Montana*

ANACONDA | BILLINGS | BOZEMAN | BUTTE | DILLON | GREAT FALLS | HAVRE | LEWISTOWN | MILES CITY | SIDNEY

This month, beef-loving fans across the state were treated to a contest that allowed them to compete for half-off their beef meal at a favorite local restaurant. MBC worked with 10 different restaurants in 10 cities to partner on the promotion. To enter the contest via Facebook, fans commented with what they love about beef...

#MONTANALOVESBEEF | MONTANABEEFCOUNCIL.ORG

Holiday Promotions

Along with extending the national advertising campaign on radio, **television and social media**, MBC also extended the Sam's Club holiday e-commerce partnership. Beef ads were served to grocery shoppers in Montana across a variety of online platforms, generating 282,431 impressions. Banner ads also ran on SamsClub.com resulting in 433,849 impressions. The effort encouraged consumers to add beef to their shopping carts for holiday meals.

Additionally, to help consumers properly cook their beef for the holidays, MBC highlighted the **Cowboy in the Kitchen series** that features a chef and a cowboy partnering to prepare the perfect Prime Rib.



MONTANA BEEF COUNCIL IN THE NEWS

- [Brisket Recipe Earns Top Place in Recipe Contest](#)
- [MBC Update at Montana Cattlemen's Annual Meeting](#)

BOARD MEETING:
JANUARY 14, BILLINGS
Plan for: professional headshots, media training and the business meeting. And to welcome Jake Callantine and Al Koenig to MBC!

International Corner

From the Desk of Dan Halstrom, USMEF President and CEO

U.S. beef exports already set an annual value record through October and are well on the way to surpassing \$10 billion in 2021, which is quite an accomplishment considering the supply-side challenges the industry faced through the year. Global demand for high-quality U.S. beef is robust and we look forward to sustained export momentum into 2022. Below are a few examples of how the Beef Checkoff Program is working in international markets.

- **Video:** U.S. Beef Exports to South Korea will top \$2 Billion for first time in 2021. This month marks the 30th anniversary of USMEF's office in Korea. Chilled U.S. beef is meeting consumer demand growth at retail and through e-commerce.
- **Infographic:** Chilled U.S. Beef Advancing in the Asia Pacific. Chilled beef sales earn premium prices and foster sustained demand. Strong retail and e-commerce demand have accelerated the growth in chilled U.S. beef shipments to the Asia Pacific.
- **Training Programs for U.S. Beef Accelerate** — As the pandemic shut down in-person activities, USMEF education and training programs shifted to virtual platforms. Greater reach was achieved through economies of scale and at reduced costs through virtual events. Ideas were shared and new approaches advanced as businesses struggled to adapt to new market realities. In many cases though, nothing takes the place of holding activities in person, especially when building relationships with buyers. With greater experience and new skill sets in virtual training along with the resumption of in-person activities, USMEF is well-equipped to plan and implement the training program that best meets program goals and the needs of each target audience.
- **Export Spotlight:** U.S. beef variety meat exports are up 20% in value through October, on the way to topping \$1 billion in 2021 — U.S. beef variety meat exports rebounded in 2021 with growth in many destinations as USMEF stepped up efforts to promote the affordability and nutrition of beef variety meats for use in local dishes. Below are per head estimates for beef variety meat exports through September 2021.

MAJORITY OF EDIBLE BEEF VARIETY MEATS ARE EXPORTED

Variety meat exports equated to more than 25 lbs per head of fed slaughter and value of \$39.14 per fed head



Average Per Head* Examples:

Tongues to Japan: 1.8 lbs & \$15.90
Tripe to Mexico: 2.6 lbs & \$2.93
Livers to Egypt: 3.8 lbs & \$2.29
Lips to Mexico: 1.99 lbs & \$2.09
Tripe & intestines to Japan: 0.94 lbs & \$1.66
Hearts to Mexico: 1.68 lbs & \$1.87

As of September 2021

Japan is the top export destination by value
Mexico is the top export destination by volume

Source: USMEF 2021 estimates

* using NASS fed slaughter for per head conversions