



Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

THE MATE SHOW BACKYARD BBQ

MBC had a great time at the Montana Agri-Trade Exposition (MATE) in Billings on February 15-17th. Sue and Al hosted a fantastic "Backyard Barbecue" booth, speaking with both producers and consumers from across the state. On Saturday, the Yellowstone County Cattlewomen served Cheesy Bourbon Hot Brown Skillet Dip, a recipe from the "Beef. It's What's for Dinner" collection. The show was well-attended despite some winter weather on Thursday, and Al even got to be a guest on Northern Ag Network's "Voices of Montana" show live from MetraPark on Friday discussing our partnership with the Montana High School Association for their State Tournaments as well as our BQA Initiative with Montana FFA Chapters.



BUSY IN BILLINGS

February 9-11 was a big weekend in Billings, as MBC supported the State all-class boys and girls wrestling tournaments at the Metra as well as partnered with Montana Farm Bureau to hold the Young Farmers and Ranchers Leadership Conference. YF&R had around 100 participants from all over the state, including Al, who hosted a booth at the event and interacted with attendees.



A VISIT WITH 4-H

Tammy and Al put on an educational workshop for all of the beef project participants in Lewis and Clark County 4-H. There were over 60 young beef cattle producers in attendance plus their families. They discussed what the Beef Checkoff is, how it works, and what programs are supported by checkoff funds, as well as an overview of the greater cattle and beef industry in the state of Montana, the United States, and the world.



THE CHILI COOKOFF

The Billings Depot hosted a Chili Cook-off on February 4. MBC sponsored the event by providing "Montana Loves Beef" aprons, potholders and additional beef items to each of the teams competing. Sue attended the event and talked with most of the competitors thanking them for competing and visiting with them about what inspired their chili recipe.



- INTERNATIONAL CORNER -

FROM DAN'S DESK

DAN HALSTROM, USMEF PRESIDENT AND CEO
A CONTRACTOR TO THE BEEF CHECKOFF

I just returned from Gulfood in Dubai, which was very well attended with large contingents from several regions of the world including the Middle East, Africa, North Asia, and China. I was encouraged by the trade's overall interest in exploring different U.S. beef cuts and variety-meat items with our members. We also had productive discussions with member suppliers, the trade, and Foreign Agricultural Service staff about the opportunities that are developing in Africa. Please contact us with questions or for additional information about the activities highlighted below or any of USMEF's marketing programs.

**All data sourced from USDA and compiled by USMEF*

THE IRONMAN EVENT

When promoting the health and nutritional benefits of high-quality U.S. red meat in Latin America, USMEF sometimes establishes a high-profile U.S. industry presence at targeted events in key markets. One such event was in Colombia, where an Ironman competition brought health and nutrition-conscious athletes and families together for three days in Cartagena. USMEF Chef Nicolas Diaz provided cutting demonstrations, and cooking recommendations.

BBQ IN HONG KONG

Following a three-year hiatus, the return of a Texas-style barbecue was a celebratory event for Hong Kong's foodservice sector, which has struggled to recover from the COVID-19 pandemic. The 14th edition of the Great American Texas Barbecue attracted 850 chefs, merchandisers, restaurant owners, distributors and U.S. suppliers, who turned out to sample American barbecue, reconnect with industry partners and learn new menu ideas and concepts.

UPDATE AT CATTLECON

The recent cattle industry convention in Orlando provided an opportunity for USMEF to interact with producers from across the country and update them on the global demand for U.S. beef. Pictured: USMEF President and CEO Dan Halstrom and Senior Vice President of Industry Relations John Hinnens provide updates to beef industry leaders at the convention's Checkoff Highlights Session.

CARIBBEAN CUISINE

Honoring island traditions and promoting regional variations of local dishes are at the heart of a new USMEF marketing program to incorporate U.S. beef and pork into culinary communities throughout the Caribbean islands. Developed with industry support and in collaboration with local food scholars and regional chefs, Contemporary Caribbean Cuisine is aimed at regional culinary schools and foodservice professionals.

KOREAN CONSUMERS



BEEF-ORE YOU LEAVE:



**MAY
15**

**BOARD MEETING
AT THE OFFICE IN BILLINGS**

