

JUNE  
2022

# Beef Bites

- AN UPDATE FROM THE MONTANA BEEF COUNCIL -

## Final Ruling



Funded by  
the Beef Checkoff.

On June 27, 2022, the U.S. Supreme Court denied a petition from R-CALF USA asking the justices to hear its legal challenge to the Beef Checkoff. The Supreme Court's denial to hear the case brings the case to a close and the final decision of the Ninth Circuit remains in place. The case began with the original complaint filed by R-CALF on May 2, 2016.

## Class Is Now In Session



MBC was invited to participate in the Montana Association of Agriculture Educators annual conference in Missoula, which boasted record attendance this year. MBC sponsored a beef luncheon and Al Koenig presented the teachers with information about MBC, the Beef Checkoff, the Masters of Beef Advocacy program and Beef Quality Assurance.

## Beefing up Flood Relief Efforts

After historic flooding occurred in Southeast Montana, many communities were suddenly without many everyday necessities.



Volunteers and frontline workers turned out in-force to help with cleanup efforts and more. MBC gathered 3,271 pounds of meat in just five days, which was then delivered to the communities in need to serve volunteer crews and help locals restock their freezers. Watch the interview here:

<https://fb.watch/dYplcoEU2j/>

## JUNE: Events Everywhere!

**6/1-3:** MSGA Midyear Meeting, Sidney | **6/3-4:** MCW Midyear Meeting, Great Falls | **6/11:** Montana BBQ Cook-off, Absarokee | **6/13-15:** MFBF Midyear Meeting, Fairmont | **6/20-23:** Montana School Nutrition Association Conference, Billings | **6/25:** Cowtown BBQ Cook-off, Miles City | **6/26-30:** Montana Association of Agriculture Educators Conference, Missoula | **6/28-29:** Raising the Steaks Tour, Winnett

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# Crops and Cows...and Bikers



Chaley Harney was invited to be a panelist on the Montana PBS show "Montana Ag Live" to share insights about the beef industry with viewers. It was a fast and fun hour-long conversation with great questions from the audience. Watch the full episode: <https://www.montanapbs.org/programs/MontanaAgLive/2022/>

MBC also supported a Beef, Bourbon & Cigar Dinner, Listen to the interview: <https://www.ypradio.org/show/flavors-under-the-big-sky/2022-06-10/flavors-moment-beef-bourbon-and-cigars>



MBC's Intern Anna Sponheim helped bring this fun story to life as farmers and ranchers searched for the best steak in the state on their iron horses. Read the full article: <https://westernagnetwork.com/montana-beef-council-follows-bikers-in-search-for-the-best-steak-in-the-state>

## Professional Development



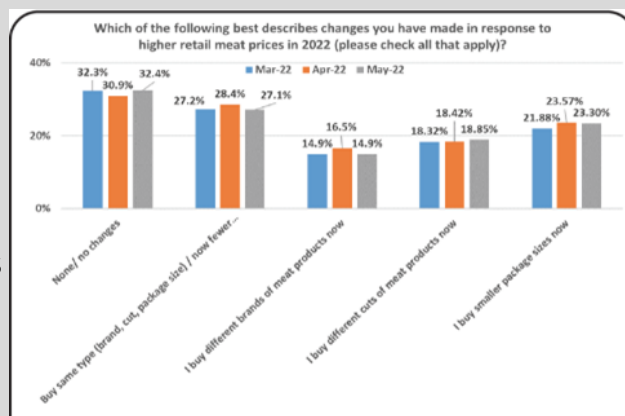
Congratulations to MBC's Al Koenig for being accepted into the M Bar Leadership Academy. The 18-month leadership program, designed to grow and develop leadership skills for individuals active in Montana's ranching industry, began this month.

Read more about it: <https://mtbeef.org/montana-stockgrowers-welcomes-15-participants-to-the-m-bar-leadership-academy/>

## USCA/KSU Meat Demand Monitor

The U.S. Cattlemen's Association, a contractor to the Beef Checkoff, created the Meat Demand Monitor which tracks domestic grocery store retail and foodservice demand for beef and pork products monthly. Data from the May Meat Demand Monitor found that consumers continue to expect higher retail meat prices in June. When asking how consumers have responded to higher retail meat prices in 2022, the most common response remains no change being made.

Visit [AgManager.info](https://www.uscainfo.com/agmanager) to view monthly survey results and other academic papers utilizing data from the Meat Demand Monitor.



## Make A Note

**NEXT BOARD MEETING: September 13-15, 2022 in Billings**

2023 BOARD MEETING SCHEDULE:

January 13: MBC office, Billings

May 5: Border Board Meeting with Wyoming Beef Council, Cody

August 30-31: MBC office, Billings

November 13: MBC office, Billings