

- UPDATE FROM THE MONTANA BEEF COUNCIL -

MONTANA LOVES BEEF

STATE PARTNER UPDATE

Montana FFA Foundation- Completed.

MSU Bobcats- Completed.

UM Grizzlies- Planning underway.

Montana Meat Processors Beef Box Giveaway- Ongoing.

Montana Meat Processors Annual Convention- It's happening in-person! April 28-May 2 in Kalispell.

Northeast Beef Promotion Initiative- Planning underway.

KULR8 Steakhouse Tour- Completed.

Montana Farm Bureau Coloring Contest- See page 3!

Montana Family & Consumer Science Teachers Conference- Gone virtual. Goodie bags for virtual attendees include a beef apron and beef jerky!

Montana CattleWomen Beef Education- Ongoing.

Ravalli 4th Grade Farm Fair- Planning underway.

Western Montana Stockmen's Farm Fair- Planning underway.

Gallatin Valley Farm Fair- Moved to video offering, planning underway.

Cat Country KCTR Home For Dinner- Ongoing.

Backcountry Media videos- Planning and production underway.

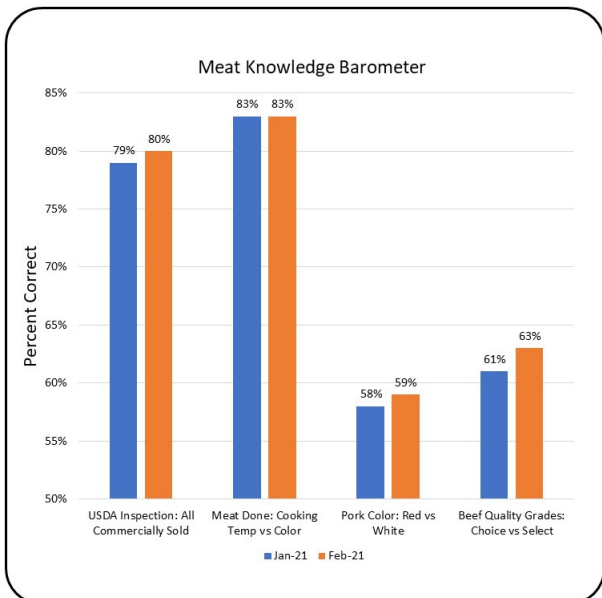
REAL Montana- Planning underway.

Montana BQA- Ongoing. See page 3!

RANGE Magazine- One Red Meat Survivor story completed. One upcoming.

Montana Television Network- Ongoing. Next video series: Grilling!

Montana State University 'Montana Beef Directory'- Planning underway.



National Corner

One of several national checkoff contractors is the United States Cattlemen's Association (USCA). Here is a little more about their nationally-funded program.

Kansas State University, through USCA, facilitates the Meat Demand Monitor, a research project tracking U.S. consumer preferences, views and demand for meat with separate analysis for retail and foodservice channels. Fiscal Year 2021 initiatives include:

- Grow the Meat Demand Monitor as a one-stop location for U.S. meat demand trends and assessment.
- Create and post monthly and annual reports about U.S. meat demand.
- Disseminate findings and implications to producers and industry stakeholders.

You can view all of the Meat Demand Monitor reports [HERE](#).

MBC Budget Outline & Checkoff Definitions

The MBC budget was reorganized to align with the Beef Checkoff program definitions which created new funding categories. The program categories include Collection, Consumer Information, Domestic Marketing, Foreign Marketing, Industry Information, Producer Communication and Promotion. Below is a refresher on the CONSUMER INFORMATION definition.

According to the Beef Act, consumer information means nutritional data and other information that will assist consumers and others in making evaluations and decisions regarding the purchase, preparation and use of beef and beef products. This includes checkoff programs such as consumer public relations about beef and the cattle industry, from pasture to plate; communications with nutrition influencers about the nutrient qualities and profile of beef; and youth education and information about the role of beef as part of a healthy diet.

"You've Got Mail"



This month MBC staff tackled a huge mailing project led by Sue Broyles to reach all of Montana's meat processors! We partnered on the mailing with the Montana Meat Processors Association by sharing checkoff and beef resources to help them succeed. Materials included recipes, cut charts, fact sheets, cooking and preparation guides and more, along with an order form to keep their meat cases filled with beef resources.

International Corner

The return of in-person food shows in Japan and the first global food show in 12 months to allow out-of-country visitors – Gulfood – are encouraging signs for 2021. Following are a few recent examples of the beef checkoff's work in international markets.

- Developing Market Potential for U.S. Beef in Vietnam. [Watch the video online.](#)
- In-Person Trade Shows Return in Japan: USMEF is again able to promote U.S. beef at major trade shows, with staff attending the Supermarket Trade Show and Foodex Japan.
- Butcher Training at New Sam's Clubs in China: USMEF continues working aggressively on educational programs with Sam's Club in China, which now has 31 stores in 21 cities, serving more than 3 million members.
- Social Media Promotion Reaches Younger Generations in Korea: Collaborating with a famous Instagram cartoonist and using various social media platforms to reach young consumers in South Korea, USMEF launched a "Galbitang Week" promotion highlighting U.S. beef as a main ingredient in the popular cold-weather dish. Partnering with six restaurant chains and 19 locations in the Seoul metropolitan area, USMEF's goal was to appeal to young consumers, especially young parents with children. The cartoons depicted consumers enjoying U.S. beef galbitang were shared on Instagram and were viewed by more than 300,000 users.
- 'Fresh From the USA' Event Promotes U.S. Beef in Cambodia: To strengthen relationships with importers and retailers in Cambodia, USMEF partnered with the USDA Foreign Agricultural Service (FAS) and the Aeon Corporation for tasting sessions and in-store promotions for U.S. beef at Aeon markets in Phnom Penh and Sen Sok City. Aeon, a Japan-based retailer and mall operator, has more than 300 properties in 12 Asian countries. USMEF activities included a cooking demonstration by Chef Herve Beal of New York Steakhouse, who worked with U.S. beef top blade muscle and other cuts. Cooking demonstrations were live-streamed on the U.S. Embassy in Cambodia fan page and attracted more than 13,000 views.

-Dan Halstrom, USMEF President & CEO

Montana Loves Beef Campaign

In February, MBC launched a statewide multi-media campaign featuring the enhanced MBC brand with the Montana Loves Beef logo, videos, swag and musical jingle. The campaign aimed to encourage beef purchases and drive website/social traffic while showing appreciation for Montana's ranchers and remind consumers that beef is a top protein. The month-long campaign ran in print, digital, television and radio! And here is a quick result:

"On YouTube, the campaign received over 73,000 total impressions and over 32,000 video views, and surpassed both national (Checkoff) and industry (Food/Consumer Packaged Goods) benchmarks. On Spotify, the ad received over 55,000 audio listens at a highly efficient cost (just \$0.01 per listen)."

JOIN US FOR A VIRTUAL
BQA WEBINAR



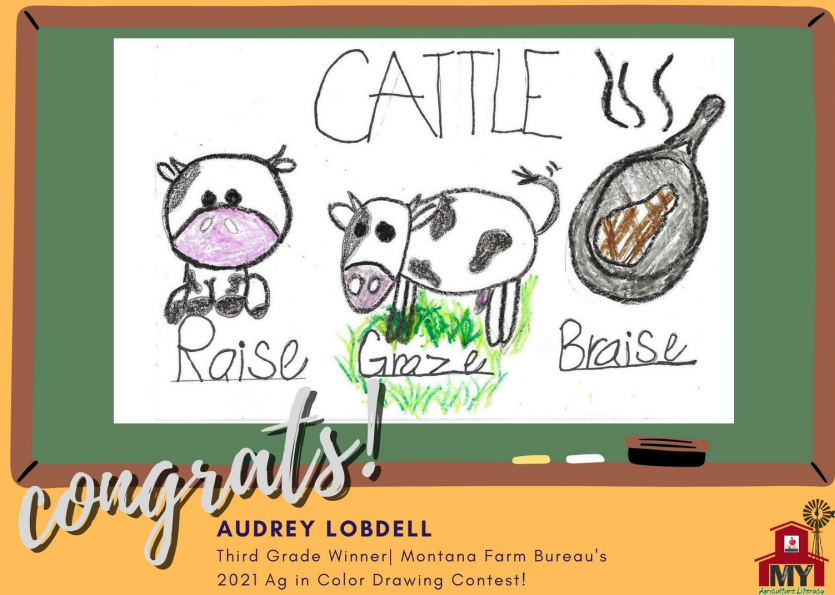
Montana Beef Quality Assurance Webinar Series

Each month, Montana BQA will be hosting a webinar to provide further benefits to ranchers and assist them with Beef Quality Assurance training. This supplemental information will not replace in-person events, but does provide a platform for ranchers to learn more about best management practices and get live help with any BQA training questions. Click the image above to register for an upcoming webinar or learn more about their featured speakers.

GET BQA CERTIFIED

MBC Partner Results

Take a look at this year's winning drawing from the Montana Farm Bureau Federation's Ag in Color contest! This statewide contest provides students and teachers in grades kindergarten through sixth grade with accurate information about agriculture and the inspiration to write and draw about various commodities produced in Montana.



Where can I find that?

If you ever need more information about the Beef Checkoff, don't forget the great resources available at your fingertips on the [Cattlemen's Beef Board website!](#) For example, you can visit the 'Frequently Asked Questions' section to find out, "Who decides what programs to fund and which contractors to hire?"

Next MBC Meeting

The next MBC meeting will be held in Helena and will focus on setting strategic priorities as well as our business meeting. We will utilize the new [2021-2025 Long Range Plan](#) with your guided input to ensure we focus on areas important to MBC and Montana beef producers.



MEETING LOGISTICS

Stay tuned for emails about our upcoming meeting logistics and hotel details. Our meeting will take place at the hotel-Home2 Suites in Helena.

UPCOMING EVENTS