

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

BQA TRAINING WITH THE BOBCATS

On March 20th, Al visited with 2 sections of MSU's livestock management students. About 100 students received their BQA certificates after taking a 2-hour course, and we will be continuing this visit with future classes.

THAT'S A WRAP: FFA BQA CONTEST

March 21 marked the end of the Beef Quality Assurance contest for Montana FFA members. Students across the state entered the contest by becoming BQA certified. We'll find out the winning chapters in April at the State FFA Convention!

MEATBALL MADNESS ON SOCIAL MEDIA

At the same time as NCAA's March Madness, MBC introduced 'Meatball Madness'—a culinary showdown on social media. From March 19 to April 8, users can vote for their favorite meatball recipes by liking the post that deserves to win!



REFUELING ATHLETES AT STATE BASKETBALL IN BILLINGS

On March 7-9th, the largest implementation of MBC's partnership with the Montana High School Association as the preferred protein of state athletics took place at the Metra in Billings. 13,117 tickets were sold for the Class B State Basketball Tournament, and over 256 athletes competed for the state title. Over the three days, Al and Sue manned MBC-branded "Refuel Stations" and handed out 1,128 pieces of beef jerky to students. In addition to the Refuel Stations, MBC hosted a booth with recipes and swag, had announcements over the sound system, and rotated the "Preferred Protein" logo on the Metra jumbotron. In summary, Sue commented, "This was a very positive promotional event. Many of the coaches mentioned how much they appreciated having us there."

PRODUCER PROFITABILITY SESSION

About 75-100 producers and industry-involved attendees were at the Headwaters Producer Profitability Session hosted by MSGA on March 5th. There, attendees discussed topics such as taxes, labor issues, barriers to entry for young and beginning cattle producers, and mentorship opportunities in the industry.



FLASHBACK TO FEBRUARY

At the MATE Show February 15-17, MBC gave away a grill to a lucky winner who visited the "backyard barbeque" themed booth with tips, tricks, and information on why you should choose beef this grilling season. Pictured is the winner, Kadan Ferguson picking up his prize! Kadan plans on using the grill for plenty of burgers this spring.



- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

"We continue working closely with USDA's Foreign Agricultural Service to identify opportunities for U.S. beef in Africa and were happy to participate in USDA's first-ever trade mission to Angola. USMEF Africa Representative Matt Copeland joined the delegation and was impressed by the itinerary and all that was accomplished during the four-day mission. For more about the trade mission, see the video below. As always, contact us with questions or for additional information about the activities highlighted below or any of USMEF's marketing programs."

AGRIBUSINESS IN AFRICA

USDA's Foreign Agricultural Service is helping U.S. companies and cooperators become involved in targeted countries in Africa, leading its first agribusiness trade mission to Angola. USMEF Africa Representative Matt Copeland participated in the trade mission, which included market briefings, visits with prospective buyers and other trade meetings.

GOOD FOOD AT GULFOOD

More than 150,000 attendees from 190 countries were in Dubai, UAE, for Gulfood, the world's largest annual food and beverage show. Beef supply was top-of-mind for the trade, with buyers showing strong interest in exploring a variety of cuts. "For those who know our middle meats, they were interested in looking at end-cut options," says USMEF President and CEO Dan Halstrom.

U.S. BEEF VERSATILITY

With China projected to be the global leader in foodservice growth through at least 2026, USMEF is accelerating efforts to expand U.S. beef utilization in targeted segments and markets in China. Promotional campaigns for U.S. beef took place in December and January at several restaurant chains in Shanghai and five cities in South China. The winter campaigns promoted the superior attributes of grain-fed U.S. beef to consumers while introducing alternative U.S. cuts.

RELIEF EFFORT IN JAPAN

After Japan's worst earthquake in eight years struck the Ishikawa Prefecture's Noto Peninsula, more than 9,000 people, many elderly, are still living in 430 evacuation centers. Staff from USMEF's Japan office traveled to Noto Peninsula on two weekends in February and March to serve meals to evacuees at two of the centers. Two USMEF member suppliers and a regional distributor donated U.S. beef and pork and also helped serve meals.

COMMODITY CLASSIC

USMEF leadership was on hand at the Commodity Classic in Houston to meet with members, discuss red meat exports with media and share new research about the impact of red meat exports on the corn and soybean industries. USMEF also hosted a luncheon for corn and soybean producers to honor their industry partnership in developing international markets for U.S. red meat.

BEEF-ORE YOU LEAVE:



**MAY
15**

**BOARD MEETING
AT THE OFFICE IN BILLINGS**

