

MAY

2023

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

Out of the Classroom & Onto the Farm

Farm Fairs were in full swing this month! Al Koenig presented at a station in Lewis and Clark County for Helena-area elementary students and volunteered at the Gallatin Farm Fair for Bozeman-area students. Additionally, two more long-standing farm fairs that MBC supports in Hamilton and Ronan were completed. Hundreds of students spent the day learning all about agriculture and filling up on beef for lunch!

KRTV story link:

<https://www.krtv.com/news/montana-ag-network/east-helena-students-learn-the-importance-of-the-agriculture-industry? amp=true>



Team Beef Out & About

Warmer weather has our Team Beef Montana members busy at races all over! Pictured are Sierra Jepson (winning) at the Montana Spartan Race in Bigfork and Laura Dumas completing the half marathon at the Queen Bee Montana Marathon race in Billings. Way to represent, Team Beef!



International Corner

The U.S. Meat Export Federation, a contractor to the Beef Checkoff, is holding their annual Spring Meeting May 24-26 in Minneapolis. The meeting agenda is full of timely and informative topics. The opening general session will feature USMEF's senior staff from the Asia Pacific region – Senior Vice President Joel Haggard and Vice President Jihae Yang – who will discuss emerging issues in key Asian markets, including how removal of many COVID restrictions could provide momentum for the region's foodservice sector.

The next day, USMEF will examine the state of U.S.-Mexico trade relations with Kenneth Smith Ramos, who served as Mexico's chief negotiator for the modernization of NAFTA, which led to the signing and ratification of the U.S.-Mexico-Canada Agreement (USMCA). He is now a partner at AGON, a consulting firm specializing in competition, regulatory affairs and international trade.

At the closing session, former House Agriculture Committee Chairman Collin Peterson – who oversaw development of four Farm Bills during his 30 years in Congress – will discuss the challenges lawmakers face as they work to craft an effective, pro-trade Farm Bill over the coming year.

In addition to the general sessions, the Beef, Pork, Exporter and Feedgrain/Oilseed breakouts will provide in-depth discussions on topics relevant to each sector.

Justin Iverson is attending and representing Montana Beef Council.

MBC in the News

Beef Month on the Billings Chamber Podcast-

<https://blubrury.com/chambercast/96522272/whats-for-dinner/>

Border Board Meeting with Western Ag Network-

[https://westernagnetwork.com/montana-and-wyoming-beef-councils-conduct-first-ever-joint-meeting-in-cody?](https://westernagnetwork.com/montana-and-wyoming-beef-councils-conduct-first-ever-joint-meeting-in-cody?fbclid=IwAR2H8XkqC4Ruelw82X1UTvr2a9RkH1zo5uL3-AE3EdfHRuYdWgAZgUPgRyw)

[fbclid=IwAR2H8XkqC4Ruelw82X1UTvr2a9RkH1zo5uL3-AE3EdfHRuYdWgAZgUPgRyw](https://westernagnetwork.com/montana-and-wyoming-beef-councils-conduct-first-ever-joint-meeting-in-cody?fbclid=IwAR2H8XkqC4Ruelw82X1UTvr2a9RkH1zo5uL3-AE3EdfHRuYdWgAZgUPgRyw)

Board Meeting KULR8 coverage-

<https://www.youtube.com/watch?v=aXJalfuODTc&t=2s>

Wendy's & MBC Partnership-

<https://westernagnetwork.com/montana-beef-council-and-wendys-team-up-to-celebrate-may-is-beef-month>



Western States Sizzling Summer Campaign

RUNNING ON THE FOLLOWING PLATFORMS:

Funding Contributions	
Iowa	\$55,000
North Dakota	\$30,000
Montana	\$5,000
Oklahoma	\$15,000
TOTAL BUDGET:	\$105,000

Budget Breakdown	
The Trade Desk Audio Streaming Ads	\$20,000
The Trade Desk Connected TV Advertising	\$70,000
The Trade Desk Native Advertising	\$15,000
TOTAL BUDGET:	\$105,000

- The objective of this campaign is to inspire consumers in the Western U.S. States to choose beef for their outdoor grilling meals and place beef as the top protein above other alternatives.
- This campaign will run the length of the summer, from early June through the end of August, in order to capitalize on the peak summer grilling season. This will also mirror the National BIWFD Summer Grilling Anthem Campaign flight.
- This campaign will leverage the newly available digital advertising channels under the ad industry's leading media aggregator platform – The Trade Desk. We'll take advantage of their Audio, Connected TV and Native advertising tools.

AUDIO STREAMING ADS THROUGH THE TRADE DESK (E.G., SPOTIFY, IHEART, PANDORA)

CONNECTED TV ADS THROUGH THE TRADE DESK ACROSS A WIDE VARIETY OF APPROPRIATE, PREMIUM TV CHANNELS (E.G., HULU, FOX, ESPN, ABC, ETC.)

NATIVE ADS THROUGH THE TRADE DESK ACROSS A WIDE VARIETY OF APPROPRIATE WEBSITES TO DRIVE CONSUMERS TO BIWFD.COM