

NOVEMBER

2021

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

On the road again...

November was a month of travel for MBC with stops and presentations at the following meetings:

- Local Meat Marketing Workshop, Circle
- Media Trainings, Bozeman
- Petroleum County Stockgrowers Annual Meeting, Winnett
- MT State University Celebrate Ag Weekend, Bozeman
- MT Farm Bureau Federation Annual Convention & Tradeshow, Billings
- MT Stockgrowers Association & MT CattleWomen, Inc. Annual Convention & Tradeshow, Billings

The Fiscal Year 2022 Marketing Plan for the Montana Beef Council was shared, and you can too:

READ IT or WATCH IT (and share it!).

And what would 2021 be without some more virtual meetings!? MBC participated in another Montana Beef Quality Assurance seminar and presented on a webinar for the Montana Association of Family and Consumer Science Teachers in collaboration with the executive director of Nutrition, Science, Health & Wellness, Shalene McNeill, PhD, RDN from the National Cattlemen's Beef Association (a contractor to the Beef Checkoff) and fourth-generation rancher, Dusty Hahn, a previous Environmental Stewardship Award recipient. We collaborated to share information and ways for teachers across the state to beef up their classrooms.

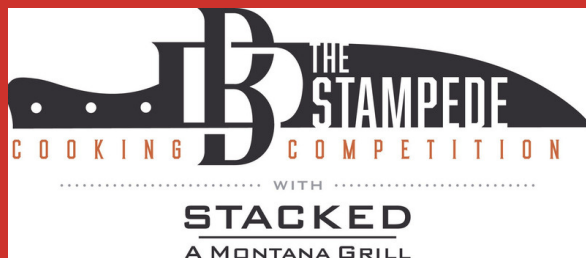


STAMPEDE Cooking Competition

Remember the MBC Top Chef Cooking Competition? The celebrity judges from the Billings Depot and Stacked, a Montana Grill, loved it so much that they collaborated and created a monthly cooking competition and invited us to compete in the first round! Which featured BEEF, of course!

Special thanks to Sue & Gary Broyles, Jimmy & Jen Taber, Jerry Jones, Christie Hanes, Vikki Taylor and John Broyles for stepping up to represent Montana Beef Council at the Billings Depot "Stampede" Cooking Competition. It was a very high pressure competition and they worked so hard, but had some fun too! Congratulations on placing second!

Check out the [PROMOTIONAL VIDEO](#) created by the Billings Depot to see the event.



WE ARE HIRING

Montana Beef Council is seeking qualified candidates to fill a new [FIELD REPRESENTATIVE](#) position.

**NEXT MEETING:
JANUARY 14, BILLINGS**

**Plan for: professional
headshots, media training and
business meeting.**

International Corner

From the Desk of Dan Halstrom, USMEF President and CEO

- Beef Exports continue on a record pace for 2021 through September. Beef volume was up 20% over last year at 123,623 Metric Tons which is the fourth largest month of the post-BSE era, while value was up almost 60% over last year at \$ 954 Million. USMEF is forecasting beef exports to finish the record year in excess of \$10 Billion globally.
- Japan, South Korea, and China/Hong Kong are all on track to be \$2 Billion destinations for U.S. beef in 2021. Strong growth in chilled beef exports to Japan (+17% YTD) and Korea (+25% YTD) are driving as demand continues to grow for retail as well as the Ecommerce and Delivery Platforms. Covid-related restrictions on restaurants and other foodservice outlets were recently eased (October 2021) in Japan and Korea, which should provide a further boost in demand for U. S. beef.
- China continues to see tremendous growth similar to the trends seen throughout 2021 with YTD volume climbing 672% over last year to 138,041 Metric Tons, while value was up 761% to \$1.12 Billion. Combined exports to China and Hong Kong through September are already valued at \$1.49 Billion already shattering the previous record of \$1.15 Billion set in 2014. While the foodservice sector is our mainstay demand segment with everything from Hot Pot Family Style Dining Restaurants to White Table Cloth, the incremental opportunity is definitely the modern retail stores such as Sam's Club and Costco.
- Latin America continues to shine in September for Beef Exports with significant growth to Mexico (+16%), South America (+27 %), and Central America (+27 %). It has been several months now that Covid Restrictions have been relaxed, resulting in a significant rebound for foodservice and also tourism.
- Beef Variety Meat exports globally continue to rebound as well with September coming in at 15% growth with significant growth into Mexico, Japan, Central America, and South America.
- September Beef Export Value equated to \$448 Dollars Per Head which is up 63% from a year ago.
- We continue to struggle as an industry with International Supply Chain Congestion resulting in significant delays in exporting US Beef (Pork, Lamb, other Ag Commodities as well) abroad. THIS SITUATION IS GETTING MORE CRITICAL EVERY DAY! Labor shortages, vessel delays, container shortages, chassis shortages to move the containers, and empty containers as a percent of total Vessel Capacity continues to grow in an effort to ship backlogged vessels quicker all adds up to DELAYS! Our reputation as a reliable global supplier of beef is definitely at risk. USMEF continues to work with producer associations, trade associations, USDA, and the in country trade in an effort to help to improve this situation as soon as possible.