

- MONTHLY UPDATE FROM THE MONTANA BEEF COUNCIL -



STATE PARTNERSHIP UPDATE

Gallatin Valley Farm Fair: Scheduled for May 11-13, 2021 in Bozeman.

Montana Association of Family & Consumer Sciences Conference: Potential dates are April 14 or 21, 2021 in Missoula.

REAL Montana: Dates set for upcoming seminar March 9-13, 2021 in Butte & Helena.

Western Montana Stockmen's Farm Fair: Scheduled for April 29-30, 2021 in Polson.

Ravalli Farm Fair: Scheduled for May 7, 2021 in Hamilton.

Cattlemen's Beef Board Checkoff Communications Resource Position: New staff member hired, Libby Stauder, and beginning to connect with all states. Invited to attend our January board meeting.

Montana Television Network (KTVQ2): New consumer video concepts planned featuring "Cowboy in the Kitchen," holiday roast/drool log ads, chef roundtable and "United We Steak 2.0."

Montana FFA Foundation: The John Deere Ag Expo will take place November 12-14 at various John Deere locations throughout the state with beef lunches provided by MBC.

MSU Bobcats- Recipe book planning and layout underway.

Cat Country KCTR Home for Dinner campaign: Scheduled for February through July 2021.

Montana Meat Processors Beef Box Giveaway: Contest underway. Winners will be drawn on the 10th and 20th of each month.

MSU Extension Beef Directory: Researching and developing options based on reduced funding amount.

Northeast Beef Promotion Initiative: Planning and developing an in-person consumer event for 2021.

KULR8 Steakhouse Tour: October featured the Black Iron Grill restaurant in Miles City.



Federation Corner

This month, MBC staff virtually attended the Partnership In Action conference hosted by the Federation to take a deeper dive into all the new national programs that can be extended into Montana. There were many exciting programs, including the announcement of beef commercials on broadcast television this winter! Other topics covered ranged from IT Security and Beef in the Early Years to Sustainability, and national foodservice partnerships. Since winter is here, and to prepare for the holidays, here is the two-hour drool log...snap, crackle, sizzle!

[DROOL LOG](#)

International Corner

The virtual USMEF Strategic Planning conference will take place November 10-13. Brett Dailey & Heather Fryer will attend virtually.

Read the full monthly summary from USMEF for August export statistics.

[USMEF UPDATE](#)



U.S. Beef Exports to Korea in August set a monthly record of over **27,000 mt** valued at **\$ 183 Million** driven by growth in the retail sector and an increase in demand from various digital online platforms focused upon convenience and delivery of U.S. Beef Products.

MONTANA BEEF COUNCIL PRESENTS

Beef Cut of the Month Club

BRING THEM TO THE TABLE WITH BEEF

Montana Loves Beef.

Foodservice Promotion

This month we launched the "Beef Cut of the Month" in partnership with Sysco Montana. This project delivers underutilized beef cuts to restaurants along with recipes and menuing ideas. This month 15 restaurants across the state will receive a Beef Cut of the Month Kit featuring the sirloin flap with three recipe ideas, a comprehensive beef guidebook and other MBC swag. Results will be tracked and reported as well as feedback collected from Sysco sales representatives to evolve the project over the next few months.

IN THE NEWS

["The Story Behind Agriculture's Commodity Checkoff Programs"](#)

["Montana Beef Council Board Launches Marketing Plan for Fiscal Year"](#)

["Noon Ag Report, Sept. 25, 2020"](#)

[UPCOMING
EVENTS](#)



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