

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

PARTNERSHIPS IN ACTION MEETING

Superheroes from across the country gathered in Denver, October 11-13, for the annual Partnerships in Action (PIA) conference. Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA brings state beef councils together to build a stronger state and national partnership. The theme of "Superheroes in Action" packed a powerful punch as attendees learned about national Beef Checkoff programs and discussed ways those efforts could be expanded in Montana. MBC had the whole team there to soak in great ideas to bring home.



AUCTION TOUR

AI attended Western Livestock Auction's Angus feeder calf special sale and met with market staff and many north and central Montana cattle producers. They had a great sale with strong demand and solid prices and the quality was absolutely top-notch on those good, hard, Montana calves that buyers from all over the country are seeking.

GREAT FALLS VISIT

AI attended the Montana Farmers Union annual convention in Great Falls to give an update on MBC activities to their membership, as well as welcome incoming board member, Trent Stoltz, who will be replacing our beloved MBC President Brett Dailey as MFU's representative in December.

ON THE NEWS

On October 20, Anna and AI met with Montana State University's Communicating Agriculture class to highlight the importance of professionalism and preparation when faced with an opportunity to work with media. After the training, over twenty students left with hands-on experience, completing mock interviews, video creation, and writing practice.



- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

USMEF greatly appreciates your support of market development programs for U.S. beef. These programs take many forms and include troubleshooting problems that arise for our exporter members, supporting the industry at international trade shows, partnering on new product development for U.S. beef and directly reaching international consumers through U.S. beef promotions.

Below are a few recent examples of this work. Please contact us with questions or for additional information about the activities highlighted below or any of USMEF's marketing programs.

FOOD SHOW IN EUROPE

Thousands of exhibitors from 118 countries participated at Anuga 2023 in Cologne, Germany – one of the world's largest food trade shows. Anuga's theme was "Sustainable Growth." USMEF co-hosted a pavilion for members. Pictured right: USMEF's industry support included staff and representatives from Africa, Eastern Europe, Europe, Commonwealth of Independent States and Denver headquarters.



U.S. BEEF IN AFRICA

USMEF is developing downstream demand in South Africa's foodservice sector, thanks to sampling programs at the Meating Room, USMEF's primary venue for demonstrating U.S. red meat products to potential customers in South Africa. Sampling programs for U.S. beef focus on developing foodservice demand for affordable, highly marbled but ungraded U.S. beef cuts. Prime and Choice U.S. beef cuts are also featured.

U.S. PRIME CUTS IN JAPAN

Retailer efforts in Japan to rejuvenate sales are creating promotional opportunities for U.S. beef. Costco, for example, conducted "American Beef Roadshow" promotions at each of its 33 outlets nationwide. While Costco regularly sells several cuts of Choice U.S. beef at its outlets, additional cuts of Prime U.S. beef were featured, including chuck and top blade. USMEF also provided tasting demonstrations at all 33 outlets.

HONORING TAIWAN

Foodservice is critical to U.S. beef's continued export growth in Taiwan. Last month, USMEF hosted an awards reception for those restaurants that meet the stringent requirements of a promotional program for U.S. beef. The reception was attended by 116 representatives from 71 participating restaurants, officials from the Agricultural Trade Office of the American Institute in Taiwan and several media outlets.

BEEF-ORE YOU LEAVE:



**DEC
18**

**BOARD MEETING
AT THE OFFICE IN BILLINGS**

