



Marketing Plan
FY 2024

Montana Beef Council



VISION

To be the protein of choice around the world, trusted and respected for our commitment to quality, safety, and sustainability.

MISSION

The Montana Beef Council is organized to enhance profit opportunities for Montana cattle and beef producers by increasing demand for beef and beef products.

Priorities

Grow Consumer Trust in Beef and
Beef Production

Promote & Capitalize on the
Multiple Advantages of Beef

Drive Growth in Beef Exports

Inform and Educate Beef
Checkoff Investors

Goals

Increase the Frequency of Consumers
Choosing Beef

Retain Beef's Position as a Leader in
the Market

Turn Our Beef Believers Into
Advocates

Reinforce Beef's Value
Proposition



Collections & Compliance

The Montana Department of Livestock will provide Montana Beef Council receipts to the Helena MBC office on a daily/or as arrives basis. Auction Markets will remit directly to the MBC Billings office. MBC staff will audit all documents for compliance with the Act and Order. MBC compliance personnel will contact producers for checkoff funds owed. Non-compliance not resolved in state will be forwarded to CBB. Work includes contract for services with the Department of Livestock, brand inspector appreciation and collection materials.

Estimated Budget- \$21,709

The Cattlemen's Beef Board is responsible for overall collection/compliance; however, each of the 44 qualified state beef councils (QSBC) is responsible for collection the \$1-per-head checkoff assessment in its respective state. Montana is one of thirteen western states that use brand inspectors to collect or help collect the checkoff. As a QSBC under the Beef Promotion and Research Order, the Montana Beef Council is responsible for collecting the nationally legislated \$1 per head checkoff on all cattle marketed in Montana. As mandated under the Order, it is also responsible for distributing these funds to national programs for the promotion of beef within the guidelines established by the Order.



Collections & Compliance

USDA Oversight

USDA Agricultural Marketing Service (AMS) has an obligation to ensure that Beef Checkoff funds are expended appropriately in accordance with Federal legislation, regulations, and applicable policies. The Cattlemen's Beef Promotion and Research Board is designated as the national checkoff organization for the U.S. beef industry, and AMS is therefore directly responsible for overseeing the operations of the Beef Board. The Beef Board is authorized to certify a state entity as a Qualified State Beef Council ("QSBC") and has so certified MBC as the QSBC for the State of Montana, such that MBC receives a portion of national checkoff assessment payments collected within that State. Further, AMS has an interest in ensuring that MBC is appropriately expending its checkoff dollars and provides direct oversight to that effect.

Estimated Budget- \$4,000

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Consumer Information



Montana CattleWomen Educational Programs {Partnership}

Support Montana CattleWomen educational programs through classroom presentation, local education and events, economical beef education and pasture-to-plate education

Estimated Budget- \$5,000

Montana CattleWomen's Ranch Run {Partnership}

Montana Beef Council will support efforts to host a 25-mile race through public and private land managed by multi-generational ranch families while incorporating environmental and nutritional benefits of beef.

Estimated Budget- \$500

Montana Association of Family & Consumer Sciences {Partnership}

Support for annual FCS teacher's conference, culinary demonstration, beef meal and beef education.

Estimated Budget- \$500

According to the Beef Act, consumer information means nutritional data and other information that will assist consumers and others in making evaluations and decisions regarding the purchase, preparation and use of beef and beef products. This includes checkoff programs such as consumer public relations about beef and the cattle industry, from pasture to plate; communications with nutrition influencers about the nutrient qualities and profile of beef; and youth education and information about the role of beef as part of a healthy diet.

Consumer Information



Fourth Grade Farm Fairs {Partnership}

Funding supports beef meals and Farm Fair features beef education for 4th grade experiential learning for over 2,600 students, chaperones, and teachers.

Estimated Budget- \$2,700

Resource, Education & Agriculture Leadership Montana {Partnership}

Support and sponsorship of seminars featuring industry speakers and beef meals.

Estimated Budget- \$2,800

Nutrition Program and Team Beef Montana {In-House}

Support for race entries and beef apparel for Team Beef members as brand ambassadors for beef and inspiring a healthier Montana. Also, host a beef immersion experience for Registered Dietetic Interns and university staff. Share and direct health professionals to beef nutrition experts and information.

Estimated Budget- \$12,500

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Consumer Information



Montana Culinary Arts Teacher Training {Partnership}
Training and support for Montana Culinary Arts teachers to learn about the benefits of beef and how they can extend the education and experiences into their classrooms across the state.
Estimate Budget- \$1,500

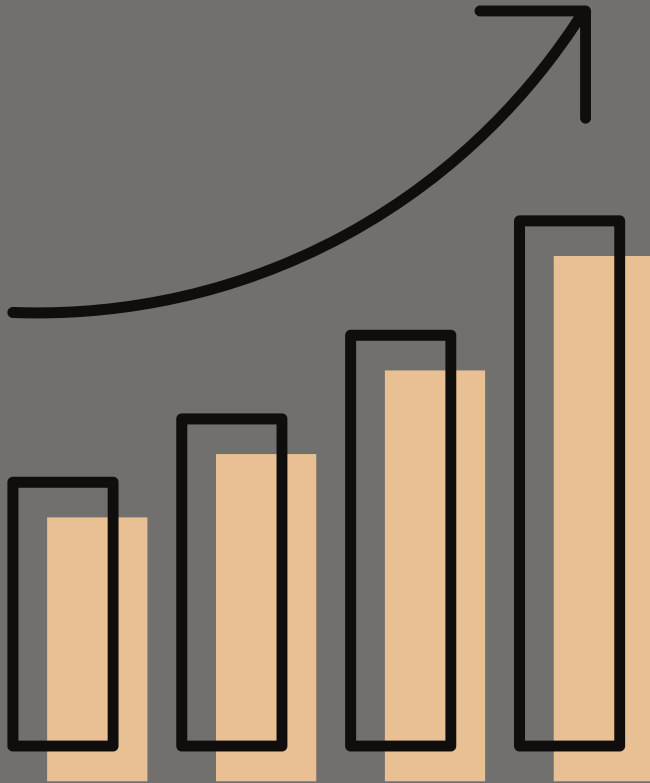
Wise Wonders Children's Museum {Partnership}
Adding to the success of the previously funded interactive grocery store and beef case display at the children's museum, this funding will support a large interactive beef and cattle quiz display.
Estimated Budget- \$3,700

American Association of Family and Consumer Sciences-Montana {Partnership}
Funding will directly support beef purchases in Family and Consumer Science classrooms across Montana to enable teachers to train students about beef preparation.
Estimated Budget- \$2,500

Consumer Information Activities, Materials, & Travel
Estimated Budget- \$9,000

According to the Beef Act, consumer information means nutritional data and other information that will assist consumers and others in making evaluations and decisions regarding the purchase, preparation and use of beef and beef products. This includes checkoff programs such as consumer public relations about beef and the cattle industry, from pasture to plate; communications with nutrition influencers about the nutrient qualities and profile of beef; and youth education and information about the role of beef as part of a healthy diet.

Domestic Marketing



Federation of State Beef Councils {Partnership}

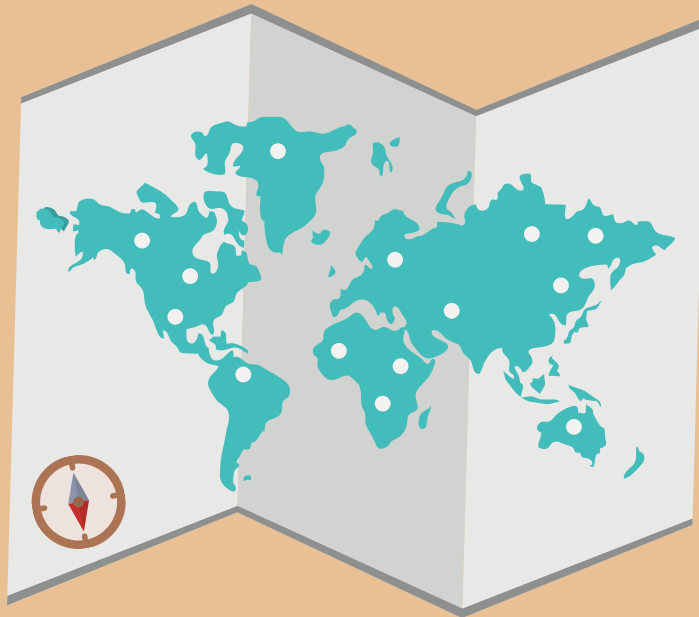
Extend national assets with state support of creative materials and nationally produced radio and digital spots. Customize local campaign (digital, print and radio) when appropriate (i.e. retail and food service promotions). Promote our website and national consumer website in all in-state promotions. Expand consumer awareness of our digital properties. Designate and send Federation representatives and staff to national committee meetings to represent Montana.

Estimated Budget- \$126,000

Northeast Beef Promotion Initiative {Partnership}

Support educational and promotional campaign to promote beef as the preferred protein of the Pennsylvania Interscholastic Athletic Association, reaching more than 350,000 students.

Estimated Budget- \$18,000



Foreign Marketing

U.S. Meat Export Federation {Partnership}

The Montana Beef Council will support the U.S. Meat Export Federation as they conduct market access and market development activities to enhance foreign marketing and education in 80 countries of the global marketplace. MBC will fund a targeted retail/foodservice promotion in the Japanese market as well. MBC will designate and send USMEF representatives to national committee meetings to represent Montana.

Estimated Budget- \$135,000

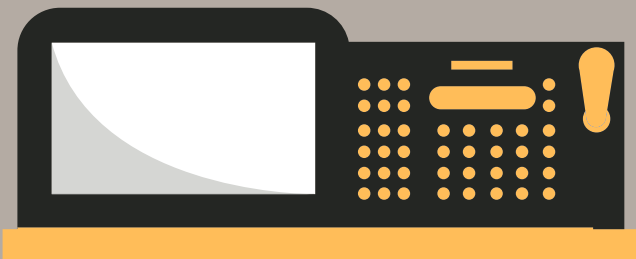
According to the Beef Act, foreign marketing means application of checkoff-funded promotion, research, consumer information and industry information programs in international markets, with the purpose of developing, maintaining and increasing worldwide acceptance and sales of U.S. beef and beef products. This includes country-specific programs aimed at expanding market penetration, gaining new market access, addressing global consumer issues and building trust in the image of the U.S. beef industry.

Industry Information

ON AIR



**NEWS
TODAY**



Beef Safety, Issues Management and Industry Information Activities, Materials and Travel {In-house}

Montana Beef Council will participate in issue response strategies, monitoring issues and providing appropriate insight about beef and beef production practices. MBC will develop or provide materials to enhance the image of the cattle industry.

Estimated Budget- \$5,750

Montana FFA Foundation {Partnership}

Montana Beef Council will provide beef meal for attendees along with educational activities for Ag Expo participants. Additionally, MBC will coordinate with agriculture teachers to facilitate Beef Quality Assurance certification amongst agriculture students statewide.

Estimated Budget- \$6,500

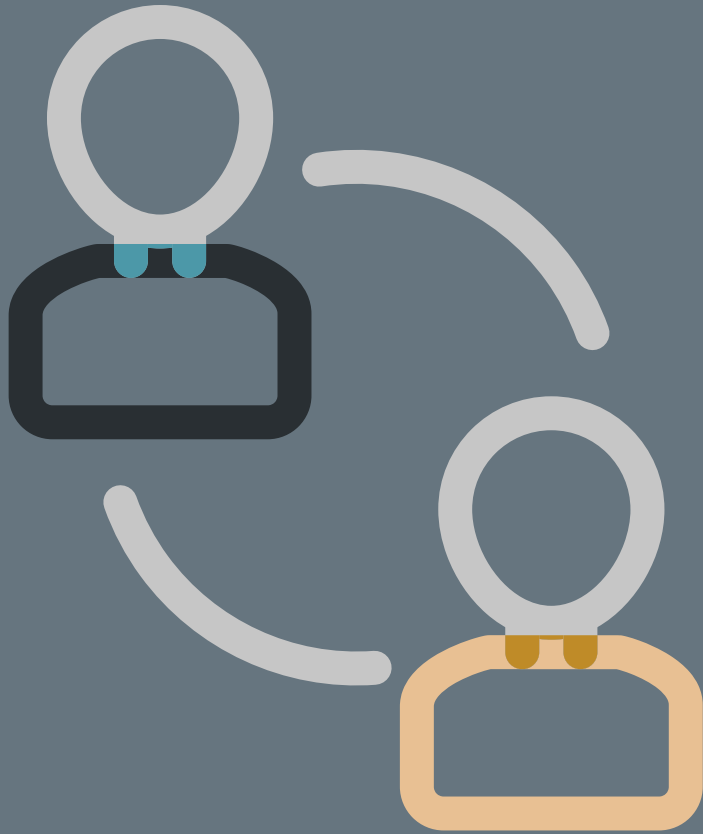
Montana Farm Bureau Federation Young Farmers & Ranchers Leadership Conference {Partnership}

Montana Beef Council will provide beef meal, beef recipes and inspiration for attendees and checkoff investment presentation.

Estimated Budget- \$1,000

According to the Beef Act, industry information means information and programs that lead to development of new markets, marketing strategies, increased efficiency, and activities to enhance the image of the cattle industry. Checkoff programs focusing on industry information include beef, veal and dairy quality assurance; issues management; and the National Beef Ambassador program.

Producer Communication



Producer Radio Advertising {Partnership}

In collaboration with the Northern Ag Network and the Western Ag Network, Montana Beef Council will develop radio spots and distribute to stations in the listening areas throughout Montana.

Estimated Budget- \$50,000

National and State Investor Relations, Annual Report, Tradeshow, Materials, Activities & Travel {In-house}

Use CBB and USDA approved material to convey how checkoff dollars are spent on the state, national and international level. Develop and publish an annual report. MBC members will seek opportunities to engage and inform producers about their checkoff investment. Travel to attend producer meetings and industry tradeshow.

Estimated Budget- \$11,500

This program area is designed to provide information to producers about how their checkoff dollars are invested, and the results of these investments. This includes the Beef Board annual report, informational advertising in print, on radio and on television, e-mail communications, coordination with beef and dairy industry media, direct communications with producers, and semiannual surveys of producers about what they want from their checkoff.

Promotion



Montana Cattlewomen Block Funding & Tradeshows {Partnership}
The Montana Beef Council will support Montana Cattlewomen promotional programs through beef tasting demonstrations, tradeshows and local events.

Estimated Budget- \$4,000

Bobcat Sports Properties {Partnership}
Multimedia beef advertising campaign directed towards football fans with digital and in-person activation.

Estimated Budget- \$10,000

Grizzly Sports Properties {Partnership}
Multimedia beef advertising campaign directed towards football fans with digital and in-person activation.

Estimated Budget- \$10,000

Montana Meat Processors Association {In-house}
Montana Beef Council will support the Innovative Beef Competition at the annual convention to encourage recipe development and new ways to sell different beef products. MBC will also host and help promote a statewide monthly contest and giveaway for beef and beef products.

Estimated Budget- \$1,500

According to the Beef Act, promotion means any action aimed at advancing the image and desirability of beef and beef products with the express intent of improving the competitive position and stimulating sales of beef and beef products in the marketplace. Among checkoff programs in promotion are paid consumer advertising; retail and foodservice marketing; food-media communications; veal marketing; new-product development; beef recipe development; and other culinary initiatives.

Promotion



Northern News Network {Partnership}

A regional consumer radio program where the MBC consumer advertising message is played inside existing programming.

Estimated Budget- \$20,000

Wentana, LLC {Partnership}

A multimedia awareness campaign encouraging consumers to eat more beef.

Estimated Budget- \$2,500

Montana Television Network {Partnership}

Develop content for multimedia campaign to be carried out statewide through television and digital advertising to communicate with consumers and checkoff investors.

Estimated Budget- \$65,000

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Promotion



Billings Depot {Partnership}

Collaborate for multiple beef-focused consumer events to be held at the historic event venue.

Estimated Budget- \$4,500

Montana High School Association {Partnership}

Montana Beef Council is the Preferred Protein of the MHSA and will be featured throughout the school sports seasons. MBC will be featured at three different all-class state championship sports tournaments and promoted through website, email, social media, PA announcements, a booth display and a beef fueling station for student-athletes.

Estimated Budget- \$10,000

MT BBQ Cookoff {Partnership}

Beef promotion before and throughout event with funding supporting beef category winner.

Estimated Budget- \$4,000

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Promotion



Retail & Foodservice Promotion {In-house}

Engage and support Montana retail distributors through promotion and collaboration. Share cutting demonstrations, educational materials, on-pack labeling options, printed materials and digital offerings to support their beef sales and promotions. Additional support for Montana's foodservice industry through promotion and collaboration. Share menu concepts, recipe ideas, cut instruction and educational materials to support their beef service to consumers.

Estimated Budget- \$4,000

Regional Promotion, Activities & Materials, and Travel {In-house}

Seek and develop promotional opportunities and activities to build beef demand.

Estimated Budget- \$11,000

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MBC Board of Directors



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Heather Fryer



Travis Choat



Andy Tuss



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Corey Schultz



Jake Callantine



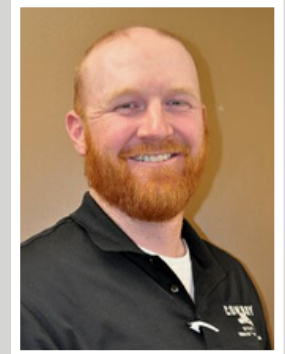
Ken Morris



Debbie Andersen



Justin Iverson



Charlie Hollenbeck

#MontanaLovesBeef

The Montana Beef Council was created in 1954 by cattlemen as a marketing organization for the Montana beef industry and to support national beef marketing. Agriculture is Montana's largest industry and the livestock sector is a large segment of the agriculture industry. Cattle production makes up the biggest portion of the livestock sector. Specifically, MBC seeks to identify opportunities and implement programs, which enhance the attributes of beef, and the beef industry as viewed by the consumer in an effort to strengthen the cattle industry across the state of Montana.

A 12-member board of directors guides MBC. In FY2024, the Council will consist of the following representing organizations: Montana Stockgrowers Association (two), Montana Angus Association, Montana Cattlemen's Association, Montana CattleWomen, Cattle Feeders, Meat Packer/Processor, Montana Farm Bureau Federation, Montana Farmers Union, Retailer, Dairymen and Montana Livestock Auction Markets.

This marketing plan was created to define the objectives of MBC and outline its plan of work for the coming year. The plan serves as a roadmap, which will best utilize available dollars and limited staff to accomplish MBC's mission. The basic mission in Fiscal Year 2024 is to increase consumer demand for beef, to generate positive attitudes about the beef industry and to keep the producers that pay the Checkoff informed about their investment.

MBC income is generated from Montana's 50 cent in-state portion of the \$1 per head Checkoff collected on the sale of all Montana bovine animals. It is mandatory that fifty cents of the Beef Promotion and Research Order \$1 collected be sent to the Cattlemen's Beef Board. At the discretion of the Montana Beef Council a percent of the money collected that could remain in-state will be sent to the Federation of State Beef Councils in support of national consumer marketing efforts and the U.S. Meat Export Federation to support U.S. beef marketing efforts around the world.

MBC is entitled to representatives who serve as directors on the Federation and who, along with the Executive Director, serve on Federation committees to help shape the national programs. MBC is also entitled to representation with the U.S. Meat Export Federation to provide input on their international beef marketing plans.

MBC is one of 44 state beef councils organized to collect the national beef Checkoff initiated on October 1, 1986. An investor referendum was held on May 10, 1988 to determine the future of this program. Secretary of Agriculture Lyng announced the positive passing of the referendum on May 27, 1988 by a 79% majority. Montana cattlemen approved the continuation of the program with a 75.4% positive vote.

This Marketing Plan begins with an overall mission statement. It is a statement outlining the ultimate and central goal to be achieved through planning. In this way, the mission statement becomes the focus of industry activity.

The plan is divided into multiple program areas: collections and compliance, consumer information, domestic marketing, foreign marketing, industry information, producer communication, promotion and research. Each program area is tied to our overall strategic plan and includes the project details and estimated expenses. Partnerships with Montana Beef Council require evaluation to monitor the programs.

All the programs funded with checkoff dollars in Montana must meet the criteria set forth in the Beef Promotion and Research Act and Order. The Montana Beef Council Fiscal Year 2024 Marketing Plan was approved by the Board of Directors in August 2023.

MONTANA 

BEEF

 **COUNCIL**

MontanaBeefCouncil.org | (406) 656-3336 |

