



Outside of FFA, AI conducted Beef Quality Assurance trainings across the state. Interest in BQA has picked up and ranchers are working

to ensure they implement best management practices on their operations.

FUN AT THE BEEF BARN



MBC and the Big Sky Country Fair teamed up to accomplish a shared goal of bringing agricultural education, activities, and fun to the Gallatin County Fairgrounds. In Bozeman, Haynes Pavilion was transformed into the MBC Barnyard from July 19-23, providing children's workshops, giveaways, and hands-on time with livestock.

Activities included building your own brand, a roping relay, beef bingo, line dancing, protein poetry, pasture pair tag, and an introduction to beef cuts. While workshops were taking place, parents were given the opportunity to engage in meaningful conversations about nutrition, picking up resources on where to find local beef, recipes, nutrition information, and ideas on what to make for dinner.

2023 MBC STAFF

Chaley Harney, Executive Director
Sue Broyles, Business Manager
Tammy Bridges, Director of Collections and Compliance
AI Koenig, Field Representative
Anna Sponheim, Project Manager

2023 MBC BOARD OF DIRECTORS

*The board is comprised of 12 appointed volunteers, representing various segments of the beef industry. (In order, from L to R, starting with the top row): Brett Dailey, Andy Kellom, Heather Fryer, Travis Choat, Corey Schultz, Andy Tuss, Wes Jensen, Ken Morris, Debbie Andersen, Jake Callantine, Charlie Hollenbeck, and Justin Iverson



DIETETICS



MBC hosted nearly 30 soon-to-be Registered Dietitians and their professors from Montana State University for a two-day immersion experience in the beef community. Through this first-hand look at the care that

goes into raising beef cattle and meeting some of the industry's leading experts, these future influencers gained valuable knowledge to impact their beef nutrition recommendations for future patients and clients.

The attendees were from across the country, making for a diverse background. In-depth conversations and tours took place at the Mannix Ranch in Ovando and the Old Salt Co. in Helena.



LET'S STAY CONNECTED!



montanabeefcouncil.org

MONTANA BEEF COUNCIL STATEMENT OF REVENUE & EXPENSES BPRO-\$1 ACCT FUNDS OCTOBER 1, 2022 - SEPTEMBER 30, 2023

Revenue	
Gross Assessment Revenue:	
Montana Assessments	1,465,397
Other States Assessments	118,324
Total Assessments	1,583,721
Less: Assessment Revenues Remitted:	
Cattlemen's Beef Board Remittance	777,682
Other States Remittance	11,816
Total Remittances	789,498
Net Assessment Revenue	794,223
Interest & Other Income (Loss)	48,320
TOTAL REVENUE	842,543
Expenses	
Marketing Programs:	
International Marketing Programs	135,102
Domestic Marketing Programs	169,843
Total Marketing Programs	304,945
State Programs	
Promotion	178,182
Consumer Information	77,619
Industry Information	34,600
Producer Communications	99,033
Collections	137,046
Total State Programs	526,480
Administrative Expenses	145,839
TOTAL EXPENSES	977,264
Excess of Revenue Over (Under) Expenses	(134,721)
FUND BALANCE:	
Fund Balance: Beginning of Period	
with prior year adj	1,746,279
Fund Balance: End of Period	1,611,558



MONTANA BEEF COUNCIL 2023 ANNUAL REPORT

BEEF:

POWERING PROJECTS WITH PROTEIN

This year, MBC went above and beyond in educating others about the power of our favorite protein: beef! With projects taking place in every corner of Montana, the bold beef logo could be seen at farm fairs, marathons, football games, Family and Consumer Science classrooms, and even stuck on students' corduroy FFA jackets.

Farm fairs were attended in high numbers by MBC staff this year. AI 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. Anna Sponheim taught students about beef byproducts at the Big Timber Farm Fair, attended by several schools in the area. Hundreds of students spent the day learning all about agriculture!

MBC welcomed 17 new Team Beef Montana members throughout 2023. Ranging from an MD to a DVM, all of them agree that beef is essential to their active lifestyle. Warmer weather had Team Beef Montana members busy at races all over— even outside of the state! 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.



In Bozeman, MBC received the "Tailgater of the Game" title at the MSU Bobcat football game vs. the Stetson Hatters. Cat-u-rdays are better with beef, and Bobcat fans seemed to agree as 400 smash burger sliders were served in just 3 hours! The Bobcats aren't the only Montana football fans who enjoy a good burger, though. MBC didn't poke the bear but fed them instead by handing out over 550 smash burger sliders at the UM Grizzlies game vs. Idaho State.



Twice this year, MBC spent some time in the classroom culinary lab at Absarokee High School where we experimented with a "Top Chef" style cooking challenge for junior high and high school students. This experience immersed students into the world of beef with a fast-paced food challenge that utilized all of their skills! MBC shared a fun, interactive program that can be used in classrooms and communities to boost student's knowledge of beef, time management, presentation skills, marketing, nutrition, and more!



November 16-18th, AI and Anna joined more than 1,600 Montana FFA members at MSU for the annual Montana Ag Expo. AI presented a BQA workshop as well as the "Build Your Brand" workshop with Anna,

reaching hundreds of students. Anna hosted a scavenger hunt at the trade show along with other beefy activities. The duo had the opportunity to address the members and advisors at the banquet as well.

CERTIFIED FOR SUCCESS

Last November, MBC launched a Beef Quality Assurance (BQA) contest for all Montana FFA chapters to compete for the most certifications. BQA is offered as an online training and focuses on best management practices for beef producers. Class AA and A competed in one category and Class B and C competed in another category. The winning chapters received \$500 for first place and \$250 for second place. Winners were announced at the State FFA Convention in Great Falls. The contest garnered 335 total certifications from November through March.