

Beef Bites

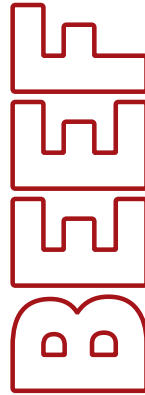
APRIL
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- UPDATE FROM THE MONTANA BEEF COUNCIL -

STATE UPDATE



On April 24, Chef Stephen Hindman hosted a dinner at the Petroleum Club in Billings where he showcased his version of sustainability by utilizing every part (and scrap) of the beef tenderloin as he led attendees through a five-course culinary adventure. Needless to say, everyone did their part as well by cleaning up their plates and reducing waste.



This month Chaley Harney was invited to present at the Absarokee Elementary Ag Day for nearly 100 students grades K-5th. The message was beef's nutritional benefits and each student received beef jerky trail mix, [a recipe to make it at home](#), a new beefy song about the nutrients in beef, as well as [beef activity workbooks](#).



MBC had a great presence on Earth Day and the [sustainability message](#) continues as we help extend the national sustainability campaign. Pictured left is [Russell Nemetz](#) interviewing [Andrew Johnson](#), a rancher in Big Horn. See more about the sustainability story from around the country [HERE](#).

Federation Corner

This month, new board members and staff from all over the country gathered either in-person or virtually to attend a beef checkoff orientation that provides an in-depth overview for producers and staff members that are new to their state beef council.

The [Federation of State Beef Councils](#) serves as a national organization for state beef councils to pool resources for promotion activities (i.e. Beef300 at Daytona, ibotta). The Federation also provides state services (i.e. graphic design, website, email, orientation) to state beef councils. The orientation is a service to bring all new members together and start their years of service off with a foundation of checkoff education. Pictured at right: Wes Jensen & Chaley Harney attending in-person in Denver, CO.



MBC Budget Outline & Checkoff Definitions

The MBC budget was reorganized to align with the Beef Checkoff program definitions which created new funding categories. The program categories include Collection, Consumer Information, Domestic Marketing, Foreign Marketing, Industry Information, Producer Communication and Promotion. Below is a refresher on the INDUSTRY INFORMATION definition.

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.

International Corner

From the Desk of Dan Halstrom, U.S. Meat Export Federation CEO

- Developing Market Potential for U.S. Beef in the Middle East. [Watch the video online.](#)
- Prospects Bright for U.S. Beef in China: As detailed in this [infographic](#), China is expected to be the largest growth market for U.S. beef in 2021.
- 'Chef Table' in China Introduces U.S. Beef to Local Menus: USMEF utilized two renowned chefs to introduce U.S. beef and demonstrate menus that featured U.S. beef in local Cantonese dishes. During the two-day "Chef Table" seminar in Guangzhou, China, the chefs explained the attributes of U.S. beef, offered perspectives on cooking with several different cuts and led discussions about ways to prepare and serve various dishes. On the first day, 15 key members of the food media participated while chefs from 17 regional restaurant chains joined the second day. The sessions were shared on two of the chefs' WeChat accounts and attracted more than 15,000 viewers.
- Utilizing E-Commerce in South Korea: With strong growth in South Korea's e-commerce sector, USMEF recently conducted several online sales events for U.S. beef. One such event took the form of an increasingly popular approach to e-commerce in the country – live merchandising on an online platform. "More and more Korean retailers are investing aggressively in e-commerce platforms," said Jihae Yang, USMEF director in South Korea. "These platforms enable sellers to host videos and live demonstrations for their products and allows buyers to immediately buy the products on the same platform."
- Promoting Underutilized Cuts in Japan: USMEF recently conducted an educational seminar and cutting demonstration for more than 100 yakiniku restaurant operators and suppliers in Tokyo. Already a major buyer of U.S. beef, USMEF provides educational programs to this sector to encourage usage of beef variety meats such as intestines, tongue and abomasum. USMEF also promotes the addition of new menu items such as beef sandwiches, hamburgers and thick-cut concepts.
- Polish Chefs Promote U.S. Beef at Virtual Show: Turning to well-known Polish chefs to teach the quality advantages of U.S. beef, USMEF partnered with the USDA Foreign Agricultural Service (FAS) office in Warsaw to produce promotional and educational videos for Horeca Krakow, one of the biggest foodservice shows in Central Europe. The chefs focused on U.S. beef cuts that are well-suited for Polish cuisine. "While we miss in-person exhibitions, hybrid shows also have benefits," explains Yuri Barutkin, USMEF representative in the European Union. "Videos have long shelf-lives and we are able to reach a wider audience on digital platforms."

MBC MEETING

Stay tuned for emails about our upcoming meeting logistics and hotel details. Our meeting will take place at the hotel-Home2 Suites in Helena.

UPCOMING EVENTS



National Spotlight

The American Farm Bureau Foundation for Agriculture (AFBFA), a contractor to the Beef Checkoff, connects students to the science learning experiences that exist in the production of beef. AFBFA believes that all students should develop a greater awareness and understanding of the science that drives food production to help them see the value and impact cattle ranchers and farmers have in feeding the world.

One program they manage is called On the Farm STEM and will be held in Nashville, TN from August 8 to August 11. Teams of teachers will join AFBFA and NextGenScience (the group that oversees the Next Generation Science Standards or NGSS) to explore best practices in education while connecting science topics from beef production to classroom experiences for students. Participants will help AFBFA and NextGenScience define a framework for ag literacy integration for science education as well as develop an NGSS portfolio of classroom materials for immediate use with students using beef production as the lens to teach science. Resources will be shared and promoted through a launch webinar hosted by AFBFA and NextGenScience. **Learn more by visiting:** <https://www.onthefarmstem.com/>