

APRIL

2023



Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

Remember that time when the board donned aprons and put their cooking skills to work?! Last spring you may recall that MBC was invited to conduct a training with Absarokee High School. The students asked for us to return and this month, MBC spent some time in the classroom culinary lab 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! Montana Beef Council 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!



There were 27 students and four cooking stations so not all members needed to be in the kitchen. Various roles including cook, economist, nutritionist, public relations and marketing. MBC encouraged the teachers to bring in community members to serve as judges so they could have some positive exposure to the school and beef! The students worked very hard and created some excellent beef dishes in four different meal categories with great presentations, all in just one hour and eighteen minutes!

But the fun did not stop there! Later in April, Chaley presented the concept to all the Family and Consumer Science teachers at their annual conference in Kalispell. Visit MBC's YouTube page to see a recap video from the student's experience.

And be sure to check out MBC's Classroom Resources for teachers and parents in your area!
<https://www.montanabeefcouncil.org/education/classroom-resources>

Beefing Up Earth Day

Earth Day can be a tricky time for the beef community. Many beef producers feel they are the original stewards of the land, but there are no shortage of alternate opinions outside the agriculture world. On a national and state level, we were prepared for any negative sentiments about the cattle and beef industry. MBC's social media shared positive sustainability messages all week long, along with all other state beef councils and the national teams. NCBA, a contractor to the Beef Checkoff, is tasked with working on these issues and planned vast media outreach around Earth Day. Results show that their content partnership in the Seattle Times, letters to the editor, multimedia news release and satellite media tour combined had a reach of approximately 310 million. And be sure to check your mailbox for the latest issue of CBB's The Drive newsletter focusing on beef and the environment.

International Corner

From the Desk of Dan Halstrom, USMEF President and CEO
U.S. Meat Export Federation, Contractor to the Beef Checkoff

Mexico and Broader Outlook: USMEF was in Mexico City recently to meet with importers, distributors, retailers, and foodservice operators and was encouraged by the clearly improving environment for U.S. beef. The peso continues to strengthen, tourism is rebounding and foodservice demand for U.S. beef is picking up as the sector recovers and moves forward. The latest export stats corroborate these signs as total U.S. beef exports were up 15% in volume and 13% in value through the first two months of 2023.

Partnerships Key to Sales of U.S. Short Ribs and Short Plate in Korea: Robust purchasing of U.S. short ribs and short plate at the end of last year in Korea resulted in high inventory levels, which slowed imports to start 2023. "In meetings with importers, we realized that high inventories were affecting their purchasing plans and we saw this as an opportunity to propose an integrated retail campaign to the trade," says Korea Director Junil Park. Promotions for U.S. short ribs and short plate were implemented at 263 large-scale outlets of three retail chains during the first half of March. With inflation having a substantial impact on household budgets in Korea, consumer response exceeded expectations as participating retailers experienced large sales increases.

USMEF Features Underutilized U.S. Beef Cuts at Distributor Events in Baltic States: Regional events organized by one of the largest foodservice distributors in the Baltic States brought more than 2,000 current and potential end-user clients from foodservice and retail recently to Riga, Latvia, and Vilnius, Lithuania. USMEF was on hand at both of the two-day events to promote high-quality U.S. beef and promote alternative, economical cuts to attendees. "Prior to the events, the distributor talked with its clients about their needs and from that research asked us to feature flap meat, hanging tender, flank steak and striploin at the events and during our masterclass seminars," Says Yuri Barutkin, USMEF representative for Eastern Europe.

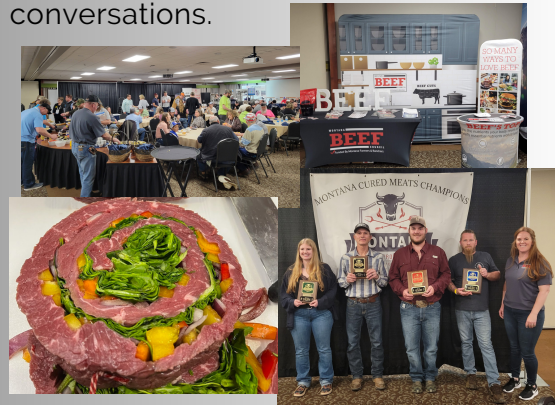
Meat Meeting!

The Montana Meat Processors Association held their annual convention in Billings and MBC staff participated in tours, meetings and judging the Innovative Beef Contest.

There were 11 entries in this year's contest, including Teriyaki Marinated Tri-tip (1st place), Salami & Cheese Snack Pack (2nd), Smoked Slider Roll (3rd) and Beef Lasagna (4th). The winner of this year's competition was Deemo's Meats from Ennis. Congrats!

Also of note, there was a "Specialty Bacon Category" and the top four entries that won were... BEEF bacon!

There were 45 processing plants at this year's convention and lots of great conversations.



FMD CRISIS COMMUNICATIONS PREPAREDNESS

The U.S. has been FMD-free since 1929, thanks to stringent protocols like monitoring herds and regulating imports. Still, it's important to prevent FMD from entering and spreading in the U.S. because it can negatively impact the food supply. In the past year, new FMD outbreaks have occurred in various countries around the globe, including Namibia and Indonesia. FMD and crisis communications preparedness has been a focus of NCBA, a contractor the Beef Checkoff, for years, and they have spent recent months further enhancing protocols.

Recently, NCBA Checkoff staff participated in an FMD drill, modeled after USDA APHIS' Foreign Animal Disease safety drills. Using a simulation platform, they practiced a crisis communications plan for various simulated scenarios, such as an FMD outbreak in the U.S., misinformation spread on social media, media requests and more. Following this drill, NCBA's Issues Management & Public Relations team updated and created new response materials, bolstered its crisis communications plan and identified areas for additional preparation.

The Issues Management & Public Relations team has developed a variety of FMD communications preparedness tools and activities, including:

- Continuously monitor traditional and social media around the global issue
- Ongoing updates to fmdinfo.org
- Ongoing updates to the crisis communications plan
- Updated and developed materials including social media posts, press releases, Issues Alerts, talking points and more
- Scheduled additional FMD crisis communications drills and issues workshops with state beef councils and stakeholder groups