

Nicely done, beef.
You make healthy dinners hearty.

FEBRUARY
2023

Beef Bites



- UPDATE FROM THE MONTANA BEEF COUNCIL -

REPRESENT!



For every Beef Checkoff dollar that is collected in Montana, half of it goes to the Cattlemen's Beef Board on the national level for beef promotion, research, education and producer communication efforts. Additionally, Montana supports furthering national efforts through the Federation of State Beef Councils. Montana was well-represented at the recent Cattle Industry Convention, where directors attended committee meetings to help direct the national investment and heard progress updates from national contractors.

I run for beef.

We are pleased to welcome six new Team Beef Montana members so far this year. Ranging from an MD to a DVM, all of them agree that beef is essential to their active lifestyle and they are proud ambassadors for our favorite protein!

#TEAMBEEFMONTANA



We ♥ BEEF

Our love for beef and beef in a heart healthy diet was front and center at this year's Montana Agri-Trade Exposition where we celebrated Heart Health Month and shared our love for beef with thousands of consumers and producers as they traveled through the largest agricultural tradeshow (and Home Health Expo) in the state.



#MONTANALOVESBEEF

International Corner

From the Desk of Dan Halstrom, USMEF President and CEO

U.S. Meat Export Federation (USMEF), a contractor to the Beef Checkoff gathers global staff and representatives early each year for week-long meetings to discuss global supply and demand forecasts and USMEF marketing plans for the coming 18 months. This meeting, held earlier this month, is a cross-fertilization of marketing ideas and innovations in preparation for the industry's FY2024 Unified Export Strategy for USDA.

Major points of discussion during the USMEF meetings included the continuing rebound in Asia's foodservice sector, the expected surge in consumer spending as China recovers from COVID, and USMEF's global initiatives to broaden and expand demand for underutilized U.S. beef cuts and variety meat items.

- **Outback Steakhouse Switches to U.S. Beef in Korea:** With 84 restaurants and 51 delivery stores, Outback Steakhouse has developed a major footprint in the lucrative Korean market. USMEF has promoted U.S. beef with Outback for many years and is pleased to report that the chain decided late last year to completely switch to U.S. beef on all of its steak menus. To co-brand Outback's commitment to U.S. beef, USMEF supported the development of high-quality delivery and take-out steak boxes for Outback customers.
- **Strong Turnout for Red Meat Industry at Major Food Show in Vietnam:** Following a two-year absence, more than 300 exhibitors from 28 countries recently welcomed 16,000 visitors at the three-day Food and Hotel Vietnam show in Ho Chi Minh City. The U.S. red meat industry was well represented as seven U.S. suppliers participated at the USMEF booth. USMEF sponsored and supplied beef striploin and brisket bones for two cooking sessions of the show's Vietnam Culinary Challenge.

NEXT BOARD MEETING:
MAY 4-5 | CODY, WY



Our next meeting will feature a **Border Board Meeting** with the Wyoming Beef Council! We will meet the afternoon of the 4th and the morning of the 5th. This will allow everyone some travel time, but you could consider exploring Cody while we're in their state!

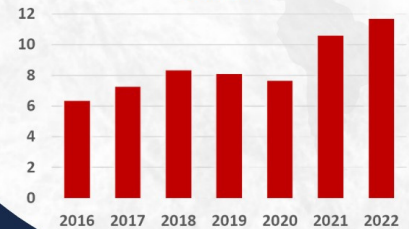
Incorporated in 1901, Cody, Wyoming is located 52 miles from Yellowstone National Park's East Entrance. Cody was founded by Colonel William F. "Buffalo Bill" Cody, who passed through the region in the 1870s. He was so impressed by the many development possibilities that he returned in the mid-1890s to start a town.

The county seat of Park County, Cody is a thriving tourist community focused on serving the needs of the stable population base of nearly 10,000 residents as well as the hundreds of thousands of annual visitors who travel from around the world to experience the beauty and culture of this mountainous area. Cody has many fantastic restaurants, shopping locations, art galleries, museums, and business.

U.S. Beef Exports Reach Record
\$11.68 Billion in 2022, up 10%

U.S. beef exports also set a **volume record, up 2% to 1.474 million mt**

U.S. Beef Export Value
\$Billion



Source: USDA data, compiled by USMEF

Exports reached annual records in

- ✓ South Korea
- ✓ Singapore
- ✓ China/Hong Kong
- ✓ Colombia
- ✓ Taiwan
- ✓ Guatemala
- ✓ Philippines
- ✓ Dominican Republic

U.S. beef variety meat exports also hit a new value record in 2022 at **\$1.24 billion**



Beefing Up Montana



Twice a month we draw for Montana residents to receive \$50 worth of beef! Many winners claim they

have never won anything before, so it is pretty fun to have **BEEF** be the prize! Here are some of our recent winners:

- Ruth Burman, Forsyth
- Ross Fladager, Scobey
- Larry Sain, Glasgow
- Diane Bekker, Scobey
- Allen Koch, Havre