

JULY
2022



Beef Bites

- AN UPDATE FROM THE MONTANA BEEF COUNCIL -

Shop 'Til You Drop-Museum Style!

The Wise Wonders Children's Museum, which hosts thousands of children throughout the year, opened their "grocery store" this month. Sue Broyles shared that the opening was wildly popular for the little shoppers as they loaded their mini carts with a variety of staged retail goods, including beef! Additional learning opportunities include beef cut information and learning about cattle ranching from Montana ranch kids.



Life of RANCH KIDS

I take plants that you CAN'T eat and turn them into delicious BEEF for you to enjoy!

Did You Know?
There are 1,299,000 cattle in Montana.

27,100 farms and ranches in Montana.

Kids just like you live on farms and ranches all over the country and raise food for you to eat.

61.5% of land in Montana is farms and ranches.

The land where cattle live also provides homes for wild insects and animals, like butterflies, ducks and deer.

MONTANA BEEF

Visit MontanaBeef.org for more information.

To learn more, scan the QR code or visit MontanaBeef.org

Montana BQA Upcoming Events

- 7/25: AgriBeef Training, Billings
- 9/16: Centennial Livestock Training, Dillon
- 9/17: Montana Red Angus Training, Drummond
- 10/20: NILE Training, Billings
- 10/25: Food & Ag Development Center Training, Circle
- 1/19/23: MAGIE Training, Great Falls
- 1/25: Montana Farm Bureau Federation Training, Fairmont

Beef. It's What's for Ninjas!



Attendees of the Big Sky Country Fair in Bozeman were in for a celebrity treat and challenge with three competitors from American Ninja Warrior. Lance Pekus, aka The Cowboy Ninja, worked with MBC and the Fair to organize a real ninja course and training for children and adults. Anna Sponheim and Al Koenig were on-site to facilitate the event and ensure everyone got their share of beef swag and a few blisters from the training course!



Sizzling Summer Grilling

MBC has partnered with several states in the region for a summer grilling campaign facilitated through NCBA, a contractor to the Beef Checkoff.

So far, this campaign has almost 2 million engagements (video views, audio listens, or clicks) and is performing in a very cost-efficient manner across the YouTube, Spotify, and Paid Search platforms. Ads have been shown to consumers across the western state footprint of California, Oregon, Washington, Idaho, Montana, Nevada, and Arizona over 2.7 million times! A final report will be compiled after Labor Day.



Cattle Industry Summer Business Meeting, Reno



Montana's Federation Directors - Brett Dailey, Kiley Martinell and Wes Jensen- represented Montana producers at this month's Business Meeting. Along with Montana's three Cattlemen's Beef Board representatives, the Directors heard updates from all national Beef Checkoff contractors as well as previewed and provided direction on funding proposals for the upcoming fiscal year. Chaley Harney and Al Koenig attended committee meetings and networked with other state staff as well. Stay tuned for full reports from our Federation Directors at the next meeting.

Montana Coaches Clinic



MBC participated in the annual Montana Coaches Association conference in Great Falls, which brings together over 600 Montana high school sanctioned sports coaches. Anna Sponheim greeted attendees with an engaging booth, sharing benefits of beef in an active lifestyle and Team Beef information.

GO BEEF!

Montana Livestock Auction Market Meeting

The MLAMA met in Billings this month for lunch and an update from their executive secretary, MBC and their national representative for the Livestock Marketing Association. Six markets were present and MBC staff gained valuable feedback from the attendees to help better serve the Montana markets in the future.

BEEF LIPS MAXIMIZING VALUE FOR UNDERUTILIZED ITEMS



The vast majority of **beef lips** are exported to Mexico.

Lips are typically utilized as an **affordable beef ingredient** in tacos.

U.S. beef lip exports equated to 1.81 lbs. per fed head slaughtered and a **value of \$1.92 per fed head through May 2022.**

NEXT BOARD MEETING: September 13-15, 2022 Billings