

# Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

## BEEF: THE PREFERRED PROTEIN OF MHSA

MBC's new partnership with the Montana High School Association is underway where beef is the "Preferred Protein of the MHSA." There will be various activations throughout the school sports year but most recently our new logo was featured at the state volleyball championship through digital signage in the Brick Breeden Fieldhouse in Bozeman. The all-class championship tournament hosted 32 teams made up of about 400 players and 100 coaches. Nearly 6,000 tickets were sold for the tournament to in-person fans and over 19,500 viewers live-streamed the games!



## REAL'S TREK TO DILLON

MBC supported the most recent seminar for the REAL Montana class as they focused on the Montana livestock industry for their seventh seminar (out of 10). Chaley advised on the creation of the agenda and attended the three-day event in Dillon where the class learned about the economic impact of the industry, grazing practices, predator control, experienced meat processing, and different cattle production methods through tours and more. Applications for the next class open on January 1.



## A WEEKEND WITH FFA

November 16-18th, Al and Anna joined over 1,600 Montana FFA members at MSU for the annual Montana Ag Expo. Al 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!

# - INTERNATIONAL CORNER -

## FROM DAN'S DESK

DAN HALSTROM, USMEF PRESIDENT AND CEO  
A CONTRACTOR TO THE BEEF CHECKOFF

September 2023 Beef Export volume was down 15 % year on year with exports of 98,757 metric tons. September Beef Export value was down 12 % year on year with exports just under \$ 800 Million.

Beef export value per head of fed slaughter was strong in September at \$ 399 per head. YTD it is running a bit over \$ 396 per head. Beef Variety Meats are running over \$ 44 per head which is the second highest on record behind the record of 2022.

*\*All data sourced from USDA and compiled by USMEF*

### MEXICO

Mexico continues to display significant positive momentum as they have all year. September export volume in Mexico was up 7 % at 16,435 metric tons and Mexico's export value for September was up 17 % at \$ 94 Million. YTD numbers show volume up 15 % and value up 24 %. A very strong economic demand model from both retail and food service in Mexico supported by a relatively strong Mexico Peso ( 17.2 MP per USD ) has helped to bolster demand for US Beef.

### INDONESIA

US Beef Exports to Indonesia increased by 22 % in September at 1,658 metric tons. One of the key restrictions for the expansion of business into Indonesia has been the limited amount of approved US Slaughter Establishments. USDA hosted a government delegation from Indonesia in the last two weeks which inspected 8 new U.S. Beef establishments. Hopefully, this will lead to additional US Beef Supply availability for export to Indonesia shortly.

### CENTRAL AMERICA

Central America continues to show strength with increased exports in September to Guatemala, Costa Rica, El Salvador, and Nicaragua. September Central America export Tonage was up 24 % at 1,779 metric tons and value was up 49 % at \$ 13.9 Million. YTD volumes to Central America are similar to 2022.

### KOREA, JAPAN, & CHINA

Asia Exports continue to be slower as compared to the record year of 2022 with Korea, Japan, and China all lower. That being said, all three markets are still on track to be over \$ 2 billion in sales again this year. In 2024, we must be optimistic as " Revenge Spending " is expected to kick in as it has in most of the world. Consumer savings rates are high in Korea, Japan, and China so the money is there when they decide to spend at the food service level.

### COLOMBIA & AFRICA

Colombia showed one of its largest export months with September volume up 80 % with 1,012 metric tons and value more than double at \$ 5.4 Million.

US Beef Exports to Africa continue to be strong with September exports of 1,355 metric tons with a growth of 5 %.. YTD exports to Africa ( led by variety meats ) are up 56 % at nearly 17,000 metric tons.

### BEEF-ORE YOU LEAVE:



**DEC  
18**

**BOARD MEETING  
AT THE OFFICE IN BILLINGS**

