

OCTOBER
2022

Beef Bites

- AN UPDATE FROM THE MONTANA BEEF COUNCIL -

Better Together: State Beef Councils Gather to Share Ideas

MBC staff attended the annual Partnerships in Action (PIA) conference, Oct. 12-14, to learn about national Beef Checkoff programs and discuss ways those efforts could be expanded in Montana.



More than 80 state staff from 30 state beef councils participated in the event, which was held near Denver in the offices of the National Cattlemen's Beef Association, a contractor to the Beef Checkoff. Attending from MBC were Chaley Harney, Sue Broyles and Al Koenig.

Topics of discussion over the three days included 2023 program strategy, current consumer trends and preferences, and an overview of upcoming *Beef. It's What's For Dinner.* promotions. Attendees also received hands-on training related to advocacy, communications, video and audio content creation and more.

The PIA conference is Checkoff-funded and coordinated by the Federation of State Beef Councils, which is supported by, and provides support to, state beef councils across the country including MBC. The Federation, which celebrates its 60th anniversary in 2023, was established by grassroots producers as a more concerted and focused effort to conduct national beef research and promotion programs.

#BeefUpYourTailgate

On October 8, MBC staff and their families, plus Jake Callantine, Katie Cooper (and Flat Tony Romo) brought our tailgate to life and served up over 400 beef sliders to the MSU Bobcat fans in three hours. We had many great interactions and one of the most common questions was, "Where is your restaurant?" So it's safe to say, #BobcatsLoveBeef!



#MONTANALOVESBEEF | MONTANABEEFCOUNCIL.ORG

USMEF Soundbite

As foodservice rebounds in Europe, U.S. Meat Export Federation, a contractor to the Beef Checkoff, conducted a series of professional U.S. beef master classes for the sector. London Chef John Cadieux conducted 10 classes in three countries over 10 days for restaurateurs, chefs, key opinion leaders in social media and traditional media representatives.



The sector's upturn in Europe has boosted demand as USDA data shows that U.S. beef exports to Europe are up 68% in volume and 86% in value over year-ago levels from Jan.-Aug. 2022, reaching \$179 million. USMEF videos can also be seen on the USMEF YouTube Channel.

National Checkoff Funded Programs

The Authorization Requests (ARs) that received national Beef Checkoff funding from the Beef Promotion Operating Committee have been reviewed and finalized by USDA. To review this year's programs, visit the [Authorization Requests page](#) on the CBB website.

When navigating this page, please note that the current fiscal year's ARs begin with a "23" (e.g., 2321-CI, 2340-FM, etc.). Multi-year ARs are also posted on this page but begin with the applicable start year numbers (e.g., 1910-R, 2102-P, etc.).

October Meat Demand Monitor



The U.S. Cattlemen's Association and Kansas State University, contractors to the Beef Checkoff, developed the Meat Demand Monitor. Here are the latest results.

Consumers continue to expect higher retail meat prices next month. These price expectations increased in October from September levels, reversing a prior pattern of mitigating inflation expectations. Another question was repeated asking how consumers have responded to higher retail meat prices in 2022. Among those indicating changes, 30% are reducing the volume of items purchased while being steadfast in product type (brand, cut, and package size), 16% are buying different cuts, and 24% are buying smaller packages now. To read the full October report, [CLICK HERE](#).

Walmart Holiday E-Commerce Campaign

Beef. It's What's For Dinner. will be working with Walmart to inspire retail beef sales this holiday season. This campaign will run beef graphic ads on Walmart.com and the Walmart app December 1 – 31. Walmart has over 4,700 stores in all 50 states. At the end of the campaign, Walmart will provide metrics including impressions, click-thrus and attributable sales.

Beef:
No Matter
the Setting,
No Matter
the Holiday

Find Festive Beef Recipes

BEEF
IT'S WHAT'S FOR DINNER!

Antibiotic Symposium

The 12th Annual Antibiotic Symposium, "[Exploring Stewardship, Sustainability and Collaboration](#)," will connect leaders from animal, human, and environmental health organizations and provide an opportunity to collaborate on research, education, and communication endeavors. The symposium is hosted by the National Institute for Animal Agriculture, a contractor to the Beef Checkoff.

NEXT MEETING

Friday, January 13, 2023

MBC Office, Billings

8:00 a.m.