

Montana Beef Council Fiscal Year 2008

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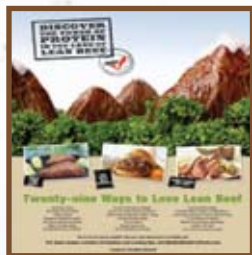
CONSUMER ADVERTISING



The national advertising campaign reached 85% of Montana's 329,154 adults, ages 25-54. This includes 1,123 radio ads and 143 national print food and health involved insertions were seen in Montana. By participating in the national media buy, Montana producers saved \$3515.

Approximately 20,658 pieces of information were sent to consumers in Montana as a result of beef promotion efforts.

RETAIL MARKETING



Approximately 200 retail stores participated in the Summer Grilling promotion throughout the state. Partners in promoting beef throughout this high supply period utilized 19,873 pieces of beef industry brochures, iron-man signage, window posters and shelf wobblers to identify beef in the meat case. 722 radio spots promoting beef for summer grilling ran from Great Falls, Missoula, Billings, Bozeman and Helena radio stations.

INTERNATIONAL MARKETING

The MBC contributed \$115,000 to the U.S. Meat Export Federation for continued support of beef promotion in international markets. MBC Board Members Jim Almond and Wes Plummer represented Montana producer's interests as USMEF delegates.

FOODSERVICE

The REX restaurant in Billings was the recipient of the National Beef Backer Innovator of the Year award for foodservice. They were recognized for their creativity in the menuing of a variety of Beef Value Cuts.



The Second Annual Cattle Crawl, a foodservice partnership with the Young

Stockgrowers and area Billings restaurants was held in 2008. This progressive dinner showcased new beef recipe concepts and gave beef producers an opportunity to inform urban consumers about the beef industry.

Four cooking schools featuring beef were held in cooperation with MSU-Billings. These cooking schools showcased beef to approximately 150 participants.



FOOD SAFETY

Seventeen (17) ServSafe, food safety workshops reaching 672 foodservice workers were held throughout the state as a result of a partnership with Food Services of America.

A five-state Foot and Mouth Disease Summit brought together 120 producers, veterinarians and state officials in the northwest region of the United States to develop a plan to prevent, detect, and respond to a FMD outbreak.

YOUTH EDUCATION



More than 9,000 students were reached with a beef message through programs funded by the MBC. Schools across the state utilized an additional 14,313 pieces of beef education material.

PRODUCER COMMUNICATIONS

Montana Beef Council board members and staff attended 34 producer meetings reaching 24,048 producers with information about Beef Checkoff Programs.



The Beefmobile, a national producer communications program, made several stops in Montana reaching 420+ producers with information about the beef checkoff.



Northern Ag Network aired 389 radio spots and various TV spots, KMON aired 312 radio spots, informing producers about beef education and promotion programs on a state and national level.



HEALTH PROFESSIONALS

Approximately 95 dietitians at the Annual Montana Dietitian Association Convention received Live Well Tool Kits and additional beef nutrition materials.



Team ZIP (Zinc, Iron, Protein) is a group of individuals who believe in the power of protein to get them across the finish line. Montana Team ZIP participated in the Montana Women's Run in Billings.

Programs with healthcare and nutrition professionals generated requests for 18,559 pieces of health care related materials.

Go to www.montanabeefcouncil.org throughout the year for updated information.

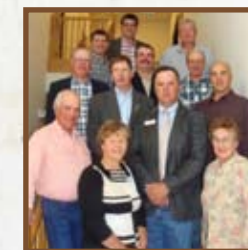
MONTANA BEEF COUNCIL

Statement of Income
October 1, 2007 - September 30, 2008

REVENUE:	
Gross Assessment Revenues - \$1 checkoff:	
Montana	\$ 1,620,573
Other states	105,489
	<u>1,726,062</u>
LESS:	
Assessment Revenues Remitted to Other States	13,876
Assessment Revenues Remitted to Cattlemen's Beef Board	877,091
Net Assessment Revenue	835,095
OTHER REVENUE:	
Interest and other	11,183
Total \$1 Checkoff Revenue	846,278
EXPENSES:	
State Programs	188,812
National Programs:	
International Marketing Programs	119,387
Domestic Marketing Programs	<u>301,712</u>
Total National Programs	421,099
Administration	204,588
Collections/Department of Livestock	80,316
Total Expenses	<u>894,815</u>
Net Income Before Transfers	(48,537)
Prior year unspent income used for fiscal year 2008 expenditures	<u>48,537</u>
Net Income After Transfers	\$ _____

BOARD OF DIRECTORS

Steve Harmon (President), Jim Steinbeisser (Vice-President), Marty Casey, Bruce Lee, Jerry Jones, Tom Kraft, Jeff Lewis, Ed Lord, Eric Moore, Carol Mosher, Kay Perrin, Wes Plummer, Erik Somerfeld,



CATTLEMEN'S BEEF BOARD REPRESENTATIVES

Jim Almond, Billings
Larry Switzer, Richey

FEDERATION REPRESENTATIVES

Jerry Jones, Busby
Jim Steinbeisser, Sidney
Ed Lord, Philipsburg

MONTANA BEEF COUNCIL STAFF

Charlene Rich, Executive Director
Lisa Murray, Director of Nutrition and Consumer Information
Sue Broyles, Business Manager