



YOUTH EDUCATION

- 10,928 students were reached with a beef message through programs conducted by the Montana Cattlewomen and funded by the MBC.
- At the Family and Consumer Science Convention, 50 educators received an update on current beef issues. Each educator received copies of beef and nutrition educational materials available through the MBC. 147 teaching kits and 16,894 beef education/nutrition/food safety materials were provided for use in the classroom.

PRODUCER COMMUNICATIONS

- Montana Beef Council board members and staff attended 30 producer meetings, reaching over 6,000 producers, with information about beef checkoff programs.
- Northern Ag Network aired a total of 8,942 producer-oriented radio spots which included 34 radio stations, and various TV programs informing producers about beef education and promotion programs on a state and national level. KMON aired 312 producer radio spots.
- 14,500 Annual Reports were sent to Montana producers letting them know how their checkoff investments were spent throughout the year.



HEALTH PROFESSIONALS

- The 70 dietitians at the Annual Montana Dietitian Association convention received a nutrition presentation, nutrition materials, and a healthy beef lunch.
- Montana Team ZIP (zinc, iron, protein) participated in Montana's biggest walking/running event, The Montana Women's Run in Billings. Montana Team ZIP was also represented by Lisa of the MBC and husband John, at the Nations' largest 15K (9.3 mile) running event, The Boilermaker in Utica NY. 110 of the 12,000 participants were members of Team ZIP.
- Programs with healthcare and nutrition professionals generated requests for 22,707 (increase of 22%) pieces of health care related materials.

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

CATTLEMEN'S BEEF BOARD REPRESENTATIVES

Larry Switzer, Richey & Jay Stovall, Billings

FEDERATION REPRESENTATIVES

Jerry Jones, Busby, Jim Steinbeisser, Sidney & Steve Harmon, Lavina

MONTANA BEEF COUNCIL STAFF

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



BOARD OF DIRECTORS

Back row: Eric Moore, Jerry Jones, Jim Steinbeisser (Vice President), Jeff Lewis. **Middle row:** Wes Plummer, Steve Harmon (President), Erik Somerfeld, Tom Kraft. **Front row:** Kristin Larson, Jan Allen, Linda Swanz

MONTANA BEEF COUNCIL

Detailed Statement of Revenues & Expenses
 October 1, 2008 - September 30, 2009

REVENUE:	
Gross Assessment Revenues - \$1 checkoff:	
Montana	\$ 1,699,745
Other states	122,585
	<u>1,822,330</u>
LESS:	
Assessment Revenues Remitted:	
to Cattlemen's Beef Board	886,943
to Other States	18,700
Net Assessment Revenue	<u>916,687</u>
Interest and other income	717
Total Revenue	<u>917,404</u>
EXPENSES:	
National Programs:	
International Marketing Programs	112,886
Domestic Marketing Programs	294,474
Total National Programs	<u>407,360</u>
State Programs:	
Promotion	
Retail Programs	19,834
Food Services	10,983
Promotional Programs	36,949
Advertising	16,468
Beef Safety	1,382
Education	77,270
Producer Communications	57,179
Total State Programs	<u>220,065</u>
Administration	220,657
<small>*Administration includes: insurance, office lease, equipment, postage, telephone, board expenses, travel, payroll and taxes</small>	
Collections/Department of Livestock	84,614
Total Expenses	<u>932,696</u>
Excess of Revenue Over (Under) Expenses	(15,292)
Prior Year Fund Balance Available for FY09 Activity	15,292
Excess of Budgeted Revenues Over (Under) Expenses	\$ -
Fund Balance:	
Beginning of Period	\$ 405,366
End of Period	\$ 390,074

Montana Beef Council



RETAIL MARKETING

- The Montana Meat Processors brought Kari Underly, a professional meat cutter, to its annual meeting with the cooperation from the Montana Beef Council. Kari demonstrated alternative cutting of the popular subprimals: ribeye roll, top loin and top sirloin to increase merchandising opportunities for retailers, and emphasized increasing value of the chuck roll.
- A Beef Training Camp was conducted for 40 retailers from Montana and Wyoming. This day long training included cutting demos for the chuck roll, presentations on consumer trends and marketing to Hispanics.
- Approximately 100 retail stores participated in the Summer Grilling promotion throughout the state. Partners in promoting beef throughout this high supply period utilized 34,710 pieces of beef industry brochures, iron-man signage, window posters and shelf wobblers to identify beef in the meat case. Some 1157 radio spots promoting beef for summer grilling ran in; Great Falls, Missoula, Billings, Bozeman and Helena

INTERNATIONAL MARKETING

- The MBC contributed \$108,600 to the U.S. Meat Export Federation for continued support of beef promotion in international markets. CBB member Larry Switzer and MBC member Wes Plummer represented Montana producer's interests as USMEF delegates.



FOODSERVICE

- Montana partnered with the Washington Beef Commission to sponsor the American Culinary Federation Convention, where over 400 chefs had an opportunity to learn the new chuck roll cutting techniques, hear about animal care and experience new recipe development for use in foodservice.

FY2009 in Review

- The Third Annual Cattle Crawl is a foodservice partnership with the Young Stockgrowers and Billings area restaurants. Through a progressive dinner, new beef recipe concepts were showcased to producers and consumers.
- Celebrity chef, Richard Chamberlain, conducted an in-depth cooking school during this years' MSU-Billings cooking schools, which allowed food enthusiast to learn many creative cooking techniques.



FOOD SAFETY

- Seventeen (17) ServSafe, food safety workshops reached 727 foodservice workers throughout the state as a result of a partnership with Food Services of America.
- A FMD/BQA training session was conducted for 45 Extension Agents, who received the BQA newsletter and FMD teaching resources.
- The BQA-Ranchers Care project was implemented to communicate to the non-ranching public that ranchers are BQA certified because "We care about the animals we raise and we care about the beef you eat".



CONSUMER ADVERTISING

- The national advertising campaign reached 79 percent (306,982) of Montana's 388,585 adults, ages 25-54. Advertising across the state included 603 radio ads and 97 national print insertions were seen in Montana. By participating in the national media buy, Montana producers saved \$2,643
- Approximately 35,037 pieces of information were sent to consumers in Montana as a result of beef promotion efforts. This is a 70 percent increase from last year.