

WHAT THE MONTANA BEEF COUNCIL HAS DONE.....

I. Distribution of Promotion Material

53,000 printed matchbooks are being distributed including

35,000 placed on each Northwest Air dinner plate during summer tourist season.

1,072,000 printed paper napkins boosting the value of beef have

been distributed throughout the state over a 3 year period.

Through local CowBelle cooperation many restaurants are using these napkins for their trade.

160,000 windshield stickers and envelope stickers have been given

widespread distribution including use at tourist information booths along Montana's main highways during summer season.

25,000 recipe booklets, purchased through the National Livestock

and Meat Board, have been used at all types of public gatherings including fairs, CowBelle meetings and rodeos throughout the state. Meat Board posters have been given to any group for use in decorating parade floats and fair booths.

II Beef Promotion and Advertising.

250,000 CornBelt and West Coast cattle feeders have been reached

each month throughout the fall shipping season, ^{over} ~~for~~ the past two years with advertising displays purchased by the Montana Beef Council telling the virtues of Montana feeders.

\$1,250.00 has been spent through the Western Beef Advertising

Program jointly sponsored with the Western States Meat Packers, California Beef Council, Arizona Beef Council and the California Cattlemen's Association. These display advertisements appear in the Pacific Coast Record combined with the Western Restaurant and the Western Hotel and Restaurant Reporter.

II Beef Promotion and Advertising--continued.

Regular advertising carried for past 10 months in the Montana Retail Food Distributor, a trade magazine that reaches all independent food dealers in Montana.

Beef Education pilot program, jointly sponsored with the Montana CowBelles, was executed at Missoula County High School where 250 Home Economics students were each given 3 kinds of recipe folders and a demonstration on uses of Beef and its preparation.

Home Economics teachers convention in Billings, numbering 140 Home Demonstration agents, University and High School Home Econ. instructors, were guests of the Montana Beef Council for a Beef Stroganoff luncheon. Director John McVay of Lewistown spoke on the History and Hopes of the Beef Council. Favors including envelope stickers and recipe folders were distributed.

III Other programs

The advertising committee of the Montana Beef Council has drafted plans for a Mystery Beef Eater campaign in the state, during the summer, whereby a waitress who suggests a beef dish on the menu to the Mystery Beef Eater will receive a \$5.00 cash award. This will be financed by the Montana Beef Council.

Leather promotion, has been carried out by the Beef Council in cooperation with the Montana CowBelles. Requests were sent to all auto manufacturers asking increased use of genuine leather in upholstery of new model cars.

Direct sale solicitations were made to over 3,000 Beef producers who did not sell their cattle through the Auction Markets in the state where 5% contributions are withheld from sale receipts. This program, followed last year as well as this year, has

III Other programs--continued--

(direct solicitations)

resulted in a fair return. This fall, for example, contributions were made on about 28,000 head of cattle. Along with this solicitation a ~~pamphlet~~ pamphlet telling of the Beef Council's activities and aims was distributed to the producers.

IV Financing

A total of \$104,316.59 has been collected by the Montana Beef Council since its formation in November of 1954. Of this amount, \$95,373.99 came from cattle that were sold through the Auction Markets and 7,625.21 came from contributions on cattle sold direct in the country. It has always been a mechnical obstacle to get contributions from country sales. Nearly every rancher at sometime during the year sells a few head through the ring and thereby makes a small contribution ~~on~~ toward Beef Promotion.

Earmarked funds have been distributed including \$40,951.83 to the National Livestock and Meat Board, on the basis of 2¢ per head, and \$19,600 has been sent to the National Beef Council. The balance has been used for specific programs in Montana including those outlined above. The Montana Beef Council does not pay any salaries and all services of the officers and directors are donated. Space for office work is provided by the Montana Stock-growers Association.

Deferred Beef Promotion Fund, amonnting to \$10,019.89 was authorized by the directors to be set aside for used at some future date when an all out effort may be essential to assist in Beef Promotion. This money was set aside in these good times against the possibility of a lower market, reduced receipts and greater need for promotion.



The Montana Beef Council

Box 1679

Helena, Montana

STATEMENT OF RECEIPTS & DISBURSEMENTS

Nov. 30, 1957 through April 1, 1959

OFFICERS	Date	Marketa	Receipts Direct	Misc	Sheep	Total
JOE BLAZEK PRESIDENT GLASGOW	11/30/54 4/30/56 5/1/58	\$22,519.03	\$2,116.08	\$108.84	\$123.62	\$24,867.57
RALPH HUNTLE VICE PRESIDENT WISDOM	4/30/57 5/1/57 4/30/58 5/1/58	29,047.65 25,699.41	2,533.13 1,840.10	259.76 140.31		31,840.57 27,799.07
RALPH MIRACLE TREASURER HELENA	4/1/59*	18,107.87	1,135.90	565.61		19,809.38
ROBIN MACNAB SECRETARY BOZEMAN		\$95,373.99	7,625.21	1,074.52	242.87	\$104,316.59

*** DISBURSEMENTS ***

	N. L. S. M. B.	N. B. C.	TOTAL
DIRECTORS			
—	11/30/54 4/30/56	\$ 9,405.81	\$ 9,228.21
JOHN B. DUNLAP MILES CITY	5/1/56 4/30/57	12,480.82	6,371.79
ROBERT ELLERD BOZEMAN	5/1/57 4/30/58	11,365.12	
EINAR LARSON HELENA	5/1/58 4/1/59	7,700.08	4,000.00
FOREST NOEL LEWISTOWN			31,982.44**
JOHN M. OTTEN LEWISTOWN	\$40,951.83	\$19,600	\$97,522.44***

* Not complete fiscal period

**Includes \$10,019.89 investment in Deferred Beef Promotion Fund.

JOHN MC VAY
LEWISTOWN ***Balancing figure \$8,285.13 includes promotional material and all other expense items not included in above headings.

THAYER STEVENS
HARLOWTON

WINTON WEYDEMAYER
FORTINE

Respectfully submitted by,

Ralph Miracle, Treasurer

"Montana Beef For The Nation's Health"

