

complete a *Producer Consent to Fund Montana Beef Council* form. Montana Beef Council will remain in agreement under the USDA Memorandum of Understanding. Further, MBC can resume retaining fifty cents of each dollar collected in Montana to be used for beef promotion, research, and education, and producer communication under the guidance of the Montana Beef Council Board of Directors, the Beef Act and Order, and USDA oversight. Producers are still permitted to redirect their fifty cents to the Cattlemen's Beef Board.

Beefing Up the 2020 Classroom



Parents and teachers found themselves scrambling at times during 2020, especially after schools were closed. To beef up learning opportunities for students, parents and teachers, Montana Beef Council shared a variety of free educational resources for all ages. Resources included hands-on activities, coloring pages, mazes, online modules, STEM programs and books. Making the resources available in a digital format through the website allowed for a quick transition and easy tools to activate wherever the classroom ended up during the COVID-19 lockdown.

Made You Look



Missoula, Miles City and Three Forks were the homes of three billboards that the Montana Beef Council purchased along the busy I-90 road that connects the state and beyond. These billboards featured simple and appealing advertisements touting beef's simplicity and single-ingredient list.

But Wait, There's More!

Montana Beef Council worked with many partner\$ throughout the year to continue increasing demand for beef. These partners included: Montana Farm Bureau Federation, Montana Association of Family and Consumer Sciences, Montana CattleWomen Inc., Western Montana Stockmen's Association, Ravalli County Agriculture Coalition, Wise Wonders, Town & Country Food Stores, Bobcat Sports Properties, Grizzly Sports Properties, Northern News Network, Northern Agriculture Network, Montana Meat Processors Association, Northeast Beef Promotion Initiative, Absarokee Area Merchants, U.S. Meat Export Federation, Wentana LLC, Bill Pelton Livestock LLC, Cherry Creek Radio, Montana FFA Foundation, Young Agriculture Leadership Conference, Lee Agri-Media, Montana Television Network, Nemetz Communications, Federation of State Beef Councils, Cowles Media, KGHl Radio, LAMAR Advertising, Ranger Lounge, Touch of Country Catering, High Horse Saloon, Donivan's Restaurant, The Grand Hotel & Restaurant, Sophie's Kitchen, Thirsty Turtle, Airport Inn, Bull Mountain Grille, Timber Bar, TEN Restaurant, Big Bull Bar & Grill, Octoberfest German Restaurant, Backyard Tap House, Tall Boys Tavern, Iron Star Pizza and Stacked, a Montana Grill.

2020 Montana Beef Council Board of Directors\*



Top Row: Jimmy Taber, Kiley Martinell (President), Brett Dailey (Vice President), Kathy Creighton-Smith.  
Middle Row: Corey Schultz, Bill Cok, Gary Wold, Travis Choat.  
Bottom Row: Andy Tuss, Andy Kellom, Shane Flowers, Heather Fryer.

Cattlemen's Beef Board Representatives

Lynda Grande, Columbus  
Turk Stovall, Billings  
Katie Cooper, Willow Creek  
2020 Federation Representatives  
Kathy Creighton-Smith, Florence  
Andy Kellom, Hobson  
Kiley Martinell, Dell  
2020 Montana Beef Council Staff  
Chaley Harney, Executive Director  
Sue Broyles, Business Manager  
Tammy Bridges, Director of Collections and Compliance  
Lisa Murray, Collection Specialist

Find us online! [MontanaBeefCouncil.org](http://MontanaBeefCouncil.org)

MONTANA BEEF COUNCIL

Detailed Statement of Revenues & Expenses  
October 1, 2019 - September 30, 2020

REVENUE:	
Net in-state revenue	1,888,921
Interest and other income	24,700
Total Revenue	1,913,621
EXPENSES:	
International Marketing Programs	31,701
Domestic Marketing Programs	31,022
Promotional Programs	113,224
Education	14,313
Producer Communications	139,916
Collections	264,490
Administration*	76,648
Total Expenses	671,314
Excess of Revenue Over Expenses	1,242,307
Fund Balance:	
Beginning of Period	\$404,154
End of Period	\$1,646,461

\* Administration includes: insurance, office lease, equipment, office supplies, postage, telephone, board expenses, travel, salaries and payroll taxes.

The board is comprised of 12 appointed volunteers, representing various segments of the beef industry.



Montana Beef Council 2020 Annual Report

Growing Beef Demand and Goodwill During COVID



The Montana Beef Council (MBC) executed a promotional partnership that allowed many restaurants to boost sales while customers enjoyed discounted beef menu items during the statewide lockdown. During a two-week promotion, nearly 20 restaurants from across Montana participated in the "half-off beef promotion" that allowed them to discount their beef menu items for one day only, and the MBC picked up the tab for the other half of all the beef sales.

"After the mandated social distancing guidelines, my mother-in-law, Valerie, and I felt disheartened about the future in food service, said Liz Carr, owner and operator of Tall Boys Tavern in Hobson. "While we put together various promotions to bring in customers, the Montana Beef Council's partnership drew the most patrons we had seen in the two weeks since COVID-19 precautions closed our dining room! What a gift to participate with the Montana Beef Council."

In one of their response efforts to the COVID-19 crisis, the MBC Board of Directors committed a limited amount of funding towards the partnership and the promotion filled up quickly. For each beef meal that was purchased, the MBC reimbursed the restaurant for half of the price and the customer enjoyed the meal at half of the cost. The partnership generated 2,400 pounds of beef sales and stimulated community restaurants beyond their expectations.

The phone did not stop ringing for the participating restaurants, and some had to take the phone off the hook or pause online ordering just to catch up with their orders. One customer reported that their phone log showed they tried calling their favorite restaurant 100 times trying to place an order. Another restaurant was only open from 4:00 p.m. to 8:00 p.m., and they sold 226 pounds of beef. The flurry of activity in one community even caused local law enforcement to check in on the situation.

The participating restaurants reported a boost in employee morale and enjoyed the opportunity to be busy. This was a welcome stress compared to the worries brought on by COVID-19 closures which resulted in some restaurants closing operations altogether. Restaurant patrons safely filled curbsides, sidewalks and waiting areas to support the promotion that ran in April 2021.

BQA: The Right Thing to Do



The recipient of the 2020 Beef Quality Assurance (BQA) Cow-Calf Award was IX Ranch in Big Sandy. The 126,000-acre ranch has prioritized raising high quality cattle throughout its history and has found that having exceptional cattle goes hand-in-hand with training exceptional employees. Implementing BQA fits right in with the ranch's goal to have a 'blue-ribbon operation,' as said by the Roth family, who have owned and operated IX Ranch since the 1950s. All full-time employees at the ranch are required to be BQA-certified, and IX Ranch has seen improvement across its operations through low-stress animal handling and increased awareness of employee safety.

Favorable Court Ruling for Montana Beef Council and Montana Producers

In March 2020, the Montana Federal District Court granted the U.S. Department of Agriculture (USDA) summary judgement in the case of the Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America (R-CALF USA) vs. Perdue. In the suit, R-CALF USA alleged the use of industry assessments collected by state beef councils for advertising and promotional materials violated the First Amendment rights of beef producers. The Court found that speech by Montana Beef Council (MBC), operating under the Memorandum of Understanding with USDA, is government speech. The court entered a final judgement which effectively dissolves the preliminary injunction previously in place since June 2017. Therefore, Montana beef producers are no longer required to

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Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

Our approach shows that together, there's little we can't accomplish to increase demand for beef.  
Yours truly,

*Buck Wehrbein*

Buck Wehrbein  
Mead, Nebraska  
Chairman, Federation of State Beef Councils



United We Steak

Summer wouldn't be summer without steaks on the grill. The Beef. It's What's For Dinner. brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a contractor to the Beef Checkoff, the effort encouraged families to unite in their love of beef. Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video was released on social media as well as through Connected TV and YouTube to showcase that beef farmers and ranchers keep beef on grills.

The campaign drove users to *BeefItsWhatsForDinner.com* or *UnitedWeSteak.com*, where they found a profile page for each state with state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts. The successful campaign generated more than 338 million impressions, including almost 90 million video views.

No Substitute for Beef



While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the Beef. It's What's For Dinner. brand conducted an online search campaign that served up a Beef. It's What's For Dinner. ad to consumers who Googled new plant-based burger options and linked them to *BeefItsWhatsForDinner.com* to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The Beef. It's What's For Dinner. brand continues to be active in protecting beef's number one protein position in both traditional and social media.

Dietary Guidelines



The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

BQA Continues Success



The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the early

1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

Responding in a Crisis



These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and education programs. To address

the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.

The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.



Cattlemen's Beef Board  
Fiscal Year 2020 Expenditures

Promotion . . . . .	\$10,206,858
Research . . . . .	\$8,349,734
Consumer Information. . . . .	\$7,260,148
Industry Information. . . . .	\$3,392,835
Foreign Marketing . . . . .	\$6,933,262
Producer Communications. . . . .	\$1,553,796
Program Evaluation . . . . .	\$202,046
Program Development . . . . .	\$388,847
USDA Oversight *. . . . .	\$761,214
Administration. . . . .	\$1,505,256
TOTAL EXPENSES . . . . .	\$40,553,996

\*Included in the USDA Oversight amount is approximately \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$161,000 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.

