

# Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -



## HUNDREDS OF FOOTBALL FANS FED

The MBC Tailgating Crew once again smashed records at our annual tailgate events by serving **1,435 smash burger sliders** in record time between both universities to help fans fuel their pregame. In our first year, 2022, we served 360 sliders in Missoula and 400 sliders in Bozeman. This year, we "beefed up" our presence at the MSU v. Idaho State game and the UM v. Sacred Heart game. Thanks to generous support from Bravera Bank, we have increased our griddling capacity and streamlined our process "under the tent" to produce a steady increase in sliders and serve up more of our favorite tailgate food: BEEF. Check out MBC's Facebook for more photos and highlights from each of the games!



## AN UPDATE ON THE MBC AUDIT

As the fiscal year has ended, that means it's time for the annual audit. Montana Beef Council, and all beef councils, are audited annually. Sue Broyles spends many hours preparing for this task to comply with the federal law. Audit results are presented to the board for final review, usually in December or January.

## NOTES FROM PIA

The annual Partnerships in Action (PIA) conference, held Oct. 13-16 in Denver, Colorado, brought state beef councils from across the country together to learn about the work of the Beef Checkoff. Chaley Harney and Anna Sponheim attended and discussed ways national efforts can be expanded in Montana. Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA strengthens the state and national Checkoff partnership. Attendees learned about program strategy, current consumer trends and preferences, and so much more.



## VIRTUAL REPORT

This month's board meeting on Monday, October 20th featured the graphic results of the approved budget for the upcoming fiscal year. Board members reviewed, discussed, and approved the Fiscal Year 2026 Marketing Plan. It is posted on MBC's website and available for sharing with all beef producers, trade associations and their membership. The next virtual board meeting is scheduled for noon on Monday, November 10<sup>th</sup>.

## - THE MBC TIME MACHINE -



Step back in time with us to August 15, 1959! This article featured in the Montana Stockgrowers Association Magazine shows off a unique project by the Montana CowBelles: "Distribution began late in June of 10,000 baby bibs to restaurants all over Montana, and elsewhere, if possible. The design on the bibs was drawn by Mrs. Robert Weingardt. The design is printed in blue ink on white paper napkin stock. The upper portion of the bib is die-cut to permit the bib to be slipped over a child's head. The bibs will be supplied free to restaurants who will use them as needed."



## - BEEF BRIEF -

### LEARN MORE ABOUT AI

QSBC calls will now be hosted on the CBB Knowledge Center. Board members can access the meeting link by logging into the Knowledge Center portal. Next call: Tue, Nov. 11, 2025 | 1:00 PM MT | AI-Powered Communications: Transforming How the Beef Industry Connects: explore how AI is reshaping communication.

Source: CBB

### DID YOU KNOW...

The CBB Nominating Committee—with six regional reps, one at-large member, and a chair—plays a key role in selecting CBB leadership each year. They review and interview candidates for Officer, Executive Committee, and BPOC positions, then present recommendations for the Board's vote at the Annual Convention.

Source: CBB

### NORTHEAST BEEF UPDATE

NEBPI (Northeast Beef Promotion Initiative), a contractor to the Beef Checkoff, continues its partnership with the Pennsylvania Interscholastic Athletic Association, promoting beef's role in fueling athletes. A print ad will run in PIAA publications this year, reaching student-athletes, coaches, and parents with messages about beef's nutritional benefits.

Source: CBB

### A NOTE FROM NCBA

In FY25, 71 influencers created 266 pieces of content, reaching 38.4M consumers and 4.4M engagements. Content included beef recipes, cooking tips, and cut education, with partners like Amanda McCrossin and T.C. Turner, plus events like Girls Who Grill and Master the Cut to educate creators and generate content.

Source: CBB

## - INTERNATIONAL CORNER -

### RED MEAT IN PERU

Three new U.S. red meat products— each made with U.S. beef liver and pork— are now available at all 58 Tottus retail stores in Peru. Point-of-sale materials were implemented to highlight the products in every outlet, and product tastings were set up on weekends from August through September at 31 stores in Lima, Trujillo, Chiclayo and Arequipa.

### INDUSTRY NEWS

- USTR opens proceedings on China's Phase One Agreement commitments
- President Trump to meet with key Asian leaders this week
- USTR proposes suspension of Nicaragua's CAFTA benefits

Source: USMEF

### BEEF-ORE YOU LEAVE:

NOV 10TH — NEXT VIRTUAL BOARD MEETING ON TEAMS  
APR 14TH — NEXT IN-PERSON BOARD MEETING IN BILLINGS

### ROUND FLAT IN TAIWAN

USMEF's Taiwan office has been actively promoting the outside round flat to Taiwan's foodservice sector as a flavorful and nutritious alternative. Earlier this year, USMEF, contractor to the Beef Checkoff, began collaborating with one of Taiwan's most popular barbecue brands – Umai Catering Group – to develop new signature dishes with this cut.

Source: USMEF