



# Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

## CATTLE INDUSTRY CONVENTION

MBC's three Federation Directors—Wes Jensen, Justin Iverson, and Travis Choat—plus Andy Kellom as region vice president and Chaley Harney, serve on joint checkoff committees to direct national investment efforts. During the recent Cattle Industry Convention, these members attended committee meetings, highlight sessions, keynote speakers, an industry tradeshow, and had numerous networking opportunities at every corner. Some efforts from the Federation of State Beef Councils include:

**Promotion:**

- Supporting Beef. It's What's For Dinner. marketing, including media buys for TV advertising and partnerships focused on nutrition and wellness.
- Utilizing influencers to drive brand affinity and attract new consumers.

**Research:**

- Funded projects in areas like product quality, beef safety, human nutrition, sustainability, and market research.
  - Product Quality: Research on marbling variations and steak color in retail.
  - Beef Safety: Studies on cattle-borne pathogens and their resistance.
  - Human Nutrition: Examining beef's role in school meal nutrition.
  - Market Research: Consumer surveys to understand beef consumption patterns.

**Consumer Information:**

- Engaging thought leaders and professionals through media outreach, documentaries, and toolkits for health experts and dietitians.

**Industry Information:**

- Supporting programs like the Beef Quality Assurance and the Trailblazers advocacy program, with training, advertising, and updates.

## STATE WRESTLING

MBC engaged with nearly 13,000 fans as they passed through the MetraPark at the All-Class State Wrestling Championship in Billings. Over 993 wrestlers from 86 schools competed during the tournament, and approximately 300 volunteers worked the event, wearing custom t-shirts with our logo. This event is just one component of our partnership with MHSAA and our presence was well-received by attendees.



## FUN AT THE MATE

MBC shared the power of beef as a food for strength with the Ranch-to-Gym challenge course at the Montana Agri Trade Exposition (MATE) in Billings. Competitors tested their skills by doing ranch chores in the booth for a chance to win a prize. Staff visited with attendees about beef's nutritional benefits, Team Beef Montana, and shared about our Beef Box giveaways. It was great to catch up with producers as well!



## NEW FACE AT MBC

MBC welcomed another Registered Dietetic intern from Montana State University this month: Austin Hua! Austin is from Happy Valley, Oregon and completed his B.S. in Nutrition from Oregon State University. Now, he is working on his M.S. in Dietetic Systems Leadership from MSU, and we're so excited to have him on board. He will be working on social media campaigns, e-blasts, and several other projects to help boost beef!



## - 2024 ANNUAL REPORT -



The Montana Beef Council Annual Report is here! From fueling athletes and students to expanding beef education and industry support, MBC made an impact in 2024. Check out the numbers, the projects, and how producer dollars worked to keep beef front and center. See the full report here on our website or social media pages.



## - BEEF BRIEF -

### USDA AG OUTLOOK FORUM

The USDA's 2025 Agricultural Outlook Forum will be held Feb. 27-28, 2025 in Arlington, VA. All forum sessions will also be livestreamed on a virtual platform. Hear from ag economists and more than 100 subject matter experts, executives, and academics. Registration is free but required to attend. Find out more at the CBB website.

SOURCE: CBB

### NEBPI ADS ON AMAZON

Through February, NEBPI, contractor to the Beef Checkoff, is running digital ads on Amazon Fresh and in Whole Foods stores across the Northeast. These placements target consumers at key shopping moments, reinforcing beef's value. The campaign aligns with NEBPI's efforts to drive demand and keep beef top of mind for shoppers.

SOURCE: CBB

### MT'S NATIONAL LEADERS

Montana continues to be well-represented in national Checkoff and policy leadership! Ben Peterson, Montana's Cattlemen's Beef Board (CBB) member, has been appointed to the CBB Executive Committee. Andy Kellom, Montana Beef Council's Federation Director, was selected for the CBB Operating Committee and will serve as Co-Chair of the International Marketing Committee. Chaley Harney, MBC Executive Director, was elected to the State Beef Council Federation Advisory Council. Jim Steinbeisser, former MBC president, is continuing his role as NCBA Region V Vice President- Policy Division. Finally, Lesley Robinson, former MBC board member, is stepping into a policy role as Vice Chair of NCBA's Federal Lands Committee.

SOURCE: CBB

## - INTERNATIONAL CORNER -

### FROM DAN'S DESK

DAN HALSTROM, USMEF PRESIDENT AND CEO  
A CONTRACTOR TO THE BEEF CHECKOFF

It was great getting to see some of you at the Cattle Industry Convention in San Antonio. Export Stats were released during the convention, and December was another good month with 110,171 metric tons exported which was 4 % over the same month in 2023, and value exported at \$ 898 million in total value which was 1 % over the previous year.

### MORE NOTES FROM DAN

- US Beef Demand continues to be resilient and in fact record breaking in some key markets.
- Asia saw a significant rebound in demand especially in the last half of 2024, with record tourism Japan and Korea which led to a recovery of volume as compared to quarters 1 and 2.
- Mexico had a very large growth year through out the entire 2024 with volume of 232,488 metric tons + 10 % and value of \$ 1,345,000,000 +13%
- As we look forward to 2025, of course the focus is on what may or may not happen on tariffs on in bound imports to the USA and what impact if any this could have on potential retaliatory exports from the US to our various trading partners. However, I should point out that our strategy really remains unchanged, in that we will continue to build on this past momentum which indicates US Beef Demand globally is fantastic, and we will tout the key attributes including safety, nutrition, taste. Our grain finished, high grading, rich tasting product is unlike our global competitors and we will continue to leverage this to increase value. \$ 415 / head value back to the beef supply chain due to the export business in 2024 and we are striving to continue to grow this number.

SOURCE: USMEF

### BEEF-ORE YOU LEAVE:

APRIL  
30TH

BOARD MEETING  
IN SIDNEY, MT