

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

VIRTUAL MEETING: FT. CATTLEFAX

MBC Board members and guests convened for the monthly virtual meeting with a special CattleFax Market Outlook presentation. Kevin Good of CattleFax provided an in-depth look at current market dynamics, emphasizing that the cattle industry is entering its tightest supply period, with limited beef cow slaughter, heifer retention, and a slowly rebuilding cow herd. The temporary closure of the Mexican border has removed roughly one million head from U.S. feeder cattle supplies, contributing to sharp price swings that first pushed markets to record highs, then triggered a steep futures sell-off before a strong recovery. Despite volatility, Good noted that overall fundamentals remain strong: record-large 90% lean trim values, improved input costs, supportive hay and grain conditions, and robust consumer demand, even with higher retail prices. Carcass weights continue trending upward, helping offset reduced headcounts. Looking ahead, CattleFax expects tight supplies through the first half of 2026, with larger numbers gradually returning in 2027-28, meaning prices may ease from recent highs but should remain historically strong. Trade policy, border reopening timing, and China market access remain major variables to watch.

ON THE RISE

Through our partnership with MHSAs, MBC has helped connect high school coaches to a free resource with nutritional information on beef! 24 coaches have signed up so far. Check out Sports Nutrition Game Plan online!

STAFF SHOUTOUT

When she's not working for MBC, Tammy Bridges can be found sprucing up the town of Marysville. On November 13th, the City of Helena/Lewis and Clark County Heritage Tourism Council presented the annual Historic Preservation awards at the Lewis and Clark County Historical Society History Center. Among the recipients was Tammy, who received a distinguished award for her tireless work to improve the Marysville Museum.



WITH BLUE JACKETS

On November 12-15th, Anna Sponheim spent time with FFA members from across the state at the 2025 Ag Expo in Bozeman. Al Koenig joined Anna for one of the two workshops presented, where members learned about how to advocate for agriculture and competed for prizes by demonstrating their beef knowledge. The future is bright for Montana beef producers!



LIVESTOCK SEMINAR

The Montana Beef Council proudly sponsored REAL Montana Class VI during their Livestock Production Seminar, held November 6-8 in Dillon. Although the class size is small, the impact is significant as participants are influential leaders across Montana's natural resource industries, each with extensive reach in their communities and sectors. The Pasture to Plate Tour guided participants through the full beef production chain.



- THE MBC TIME MACHINE -



In 1961, the Montana Junior Chamber of Commerce took Montana beef all the way to Las Vegas. For the National Jaycee Convention, they planned a Montana Treasure Steak dinner and even a parade float showcasing Montana's "greatest industry: BEEF." Jaycees gathered donations to help promote the state, while steak knives, matchbooks, and beef pamphlets were furnished by the Montana Beef Council.

Jaycees To Promote Beef At Las Vegas

The Montana Junior Chamber of Commerce plans to provide a Montana Treasure Steak dinner for the National Jaycee Convention at Las Vegas, Nevada, June 13-21, 1962. A float is also planned for the Parade of States which will feature Montana's greatest industry—BEEF. State Chairman Gary Woodard of 4360 Stars Ave., Billings, says the Montana Jaycees will appreciate any help or donations to assist in this project. Montana Slim napkins, matchbooks and beef pamphlets will be furnished by the Montana Beef Council.

MONTANA STOCKGROWER

- BEEF BRIEF -

DID YOU KNOW...

The work funded by the Beef Checkoff is supported by six separate producer-led Checkoff Program Committees. The Domestic Marketing Committee, comprised of both CBB and Federation representatives, is designed to inspire consumers to make beef their protein of choice. How? Through targeted, innovative outreach, market research, and education.

SOURCE: CBB

CATCH UP ON A WEBINAR

The Meat Foundation hosted a webinar on September 24, providing an in-depth look at groundbreaking Beef Baseline research funded by the Beef Checkoff. Watch here: meat.institute.mmsend.com/link.cfmr=bVbWvU3G95awSdOrzGzOPQ--&pe=6sTKej5Q8uaOZk6GJ5GceSGRqchzj00lojqPK3_o_Yqz3sbqOuHmvJiCx28oeXmo87as6uqzkCcnup8cpmY1Q--&t=Jv5nUaziOv-5V39zEf11uA~~

SOURCE: CBB

A NOTE FROM THE CEO

There has been a lot of discussion about beef/cattle prices and consumer demand lately. But what we've seen in the market lately is what the Beef Checkoff is all about – building demand for our product. Consumers are deciding what proteins they want with their wallets. Despite higher retail prices, consumers continue to purchase beef and have not been complaining about the cost. That is exactly what true demand is all about. Surveys show that consumers know what taste and quality beef delivers. We should all be proud of what the Checkoff has done to improve product quality, develop new cuts, and keep beef front and center with consumers. If anyone is complaining about the Checkoff now, tell them to look at the market.

Regards,
Greg Hanes, CBB CEO

SOURCE: CBB

- INTERNATIONAL CORNER -

OUTSIDE THE ROUND FLAT

USMEF, contractor to the Beef Checkoff, introduced new dishes in Taiwan featuring the U.S. "outside round flat" cut, collaborating with the Umai Catering Group to create four specialty items for yakiniku, hot-pot, and Korean-style menus. The initiative helps food-service operators manage inflation by using a more affordable U.S. beef cut.

RICE BURGER IN TAIWAN

As consumer demand for high-quality, ready-to-heat meals expands, USMEF is working to grow frozen U.S. beef with Taiwanese processors. A first-time promotion – for U.S. beef rice burgers – also marks the beef industry's first promotion for a frozen, ready-to-heat product at Costco stores in Taiwan.

USMEF partnered with Taiwanese processor Si Sheng on an extended promotion for U.S. beef rice burgers at 14 Costco outlets from April to September. USMEF supplied tasting demonstrators while Costco provided a prime location for the sampling and product display area. Costco and Si Sheng considered the promotion a major success as 1.8 million rice burgers were sold in five months, and an estimated 75 metric tons of U.S. short plate was utilized during the promotion.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

DEC
15TH

APR
14TH

NEXT VIRTUAL BOARD
MEETING ON TEAMS

NEXT IN-PERSON BOARD
MEETING IN BILLINGS