

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

A DIETETICS DISCUSSION

The Montana Academy of Nutrition and Dietetics conference in Billings was held for the first time since 2019 and hosted dietitians from across the state in-person and virtually. MBC sponsored the conference by providing a Beef. It's What's for Dinner lunch and beef jerky trail mix snack break. Additionally, through support from NCBA, a contractor to The Checkoff, we hosted a keynote speaker for the audience. Chaley connected with a range of dietitians ranging from private practitioners to school foodservice at the tradeshow booth. One workshop featured a beef-to-school panel and provided great conversation, and two dietetic interns from MSU presented their final projects. Both projects were inspired by the tour MBC hosted last year for the registered dietetic interns.



BLUE AND GOLD

April 2-6th was a busy time in Billings, as thousands of Montana FFA members gathered for State Convention. Al hosted a booth in the tradeshow where he interacted with members from all corners of the state and taught them about The Checkoff. Additionally, Al announced the winners of the BQA & FFA contest that was hosted this winter where the winning chapter earned \$500 and second-place won \$250.



MMPA IN HELENA

On April 24-28th, the Montana Meat Processors Association held their convention in Helena to showcase great food, host meetings, and provide education on all things meat. MBC was well-represented with Tammy and Al at the booth and with Charlie Hollenbeck. "Charlie's processing and slaughter experiences helped make scoring the products a little more accurate during the Cured Meats Judging," said Tammy.



MAFCS CONFERENCE

On April 25-26th, Sue attended the Montana Association of Family and Consumer Science Educators conference in Lewistown with 60 educators. Sue judged the beef cook-off that consisted of four teams preparing beef appetizers and was able to visit with the winners that received beef gift cards for use in their classroom to hear about the lessons that developed with this funding.



- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

From supporting exporters on trade development for beef variety meats to working with importers on developing demand for underutilized beef cuts with their end-user customers, USMEF is focused on driving value back to producers. As described below, recent marketing activities in Japan and Taiwan provided opportunities to promote underutilized cuts while the attached infographic shows that beef variety meat exports returned nearly \$43 per fed head in January and February 2024. Please contact us with questions or for additional information about the activities highlighted below or any of USMEF's marketing programs.

MEAT MARKET IN KOREA

Representatives from 48 agribusiness and farm organizations and five state departments of agriculture joined the USDA trade mission to Seoul, South Korea, led by Secretary for Trade and Foreign Agricultural Affairs Alexis M. Taylor. Highlights included tours of an E-Mart Traders Wholesale Club and a Lotte Mart store – both major sales outlets for U.S. red meat. USMEF helped coordinate store visits where delegates observed in-store sampling of U.S. beef and pork.

NEW IDEAS IN TAIWAN

USMEF is working to defend U.S. beef's share of Taiwan's market, currently affected by tight supplies, inflationary pressures and increased competition. Fifty-nine Taiwanese beef importers recently attended a USMEF seminar to discuss supply issues, beef quality attributes and alternative cut options for U.S. beef. Three member suppliers displayed alternative cuts at the seminar and were on hand to answer questions from Taiwanese importers and buyers.

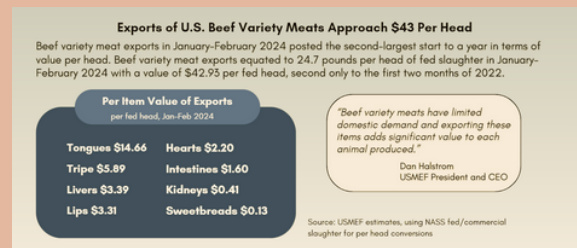
BEEF BRINGS RETURNS

Beef and pork exports of \$18.1 billion in 2023 had a significant impact on the corn and soybean industries, according to an independent study conducted by The Juday Group. Nationally, U.S. beef and pork exports contributed an estimated total economic impact of 14.6% per bushel to the value of corn and 13.9% per bushel to soybeans in 2023, according to the study.

CUT CHOICES IN JAPAN

While signs of a recovery in tourism have brought optimism to Japan, the yen's ongoing weakness continues pressuring the purchasing plans of buyers, including those who serve the retail and foodservice sectors. Two of Japan's largest food trade shows – FOODEX and Supermarket Trade Show – provided opportunities to demonstrate and promote a wide range of U.S. beef cuts as options to help meet the evolving needs of retailers and foodservice chains.

VARIETY MEATS EXPORTS



BEEF-ORE YOU LEAVE:



**MAY
15**

**BOARD MEETING
AT THE OFFICE IN BILLINGS**