

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

BEEF TAKES THE REINS: RODEO

The Montana State University Spring Rodeo in Bozeman boasted several sold-out performances and BEEF was there. This new partnership featured a "Beef Night" where MBC was the premier sponsor with our logo and 30-second video on the jumbotron, live public announcements (PA), banner in the arena, flag in the grand entry, logos throughout the concourse, and an interactive booth for rodeo fans. As a bonus, the PA, video spot, flag entry and logos were displayed during multiple performances. The MBC booth featured a prize wheel, beefy photo booth, and roping contest that attracted attendees of all ages, plus a few beef producers to see their checkoff dollars in action. A few key individuals were identified to wear a "Beef. It's What's for Dinner" patch that could be seen during announcing and live interviews throughout the evening as well. The initial partnership shows great potential to continue to reinforce beef as an integral part of a healthy, active Montana lifestyle.



THE FUTURE OF AG

From April 1–5, thousands of Montana FFA members gathered in Bozeman for their State Convention, celebrating this year's theme: "Treasure the Tradition." Al and Anna connected with students throughout the event—highlighting opportunities like the BQA contest and encouraging them to fuel their long days of competition with beef. With students deeply engaged and excited about agriculture, it's clear that the ranching tradition is alive and well for the next generation.



MMPA IN MISSOULA

From April 24–26, Al and Tammy attended the Montana Meat Processors Association conference in Missoula. They hosted a table and engaged in conversations throughout the event. Saturday featured the meat judging competition with five beef entries and ten pork. The winning entry was an Indigenous-style brisket, rubbed with juniper berry — a standout flavor that impressed many.



ND & MT MEETING

MBC and the North Dakota Beef Commission (NDBC) convened in Sidney, MT on Wednesday, April 30, for a collaborative joint-board meeting. The day began with an overview of both organizations and an export market update presented by Annie Hennen of the U.S. Meat Export Federation. Following separate board meetings and a shared lunch, the two groups swapped ideas and projects.



- THE MBC TIME MACHINE -



In February 1987, the Montana Senate Agriculture Committee considered legislation to support the state's growing apple industry and tackle a rodent control crisis. Discussions around SB 207 led to a proposed committee bill empowering the Department of Livestock to establish certification standards for Montana beef. The committee also advanced efforts to reauthorize rodenticides and form a Vertebrate Pest Management Council in response to ranchers' challenges with crop damage and limited pest control.

MINUTES OF THE MEETING
AGRICULTURE, LIVESTOCK & IRRIGATION
MONTANA SENATE SENATE
February 4, 1987
The Agriculture, Livestock and Irrigation Committee meeting was called to order on the above date, in Room 415 of the State Capitol at 1:00 p.m. by Chairman Boylan.
ROLL CALL: Senator Galt excused, all other members present.
CONSIDERATION OF SB 181: Representative Ray Brandewie, RD 49 Big Fork, said this bill allows the Dept. of Agriculture to set and collect fees for apple inspection. He told the committee that the Flathead valley is one of the best McIntosh apple growing areas in the country. There are 100 acres of apples coming up to full production this fall. The Dept. needs the authority to raise about \$300 in

- BEEF BRIEF -

CHECKOFF STRUCTURE

Every April, newly appointed CBB members, along with elected members of the Beef Promotion Operating Committee and CBB Executive Committee, come together to learn about their roles and responsibilities. Orientation meetings also allow members to network with their peers. This year's meetings will take place April 3-5 in Denver, CO.

SOURCE: CBB

TRAILBLAZERS SELECTED

10 new Trailblazers have been selected for the 4th cohort of beef community spokespeople: Emma Coffman, Texas; Tierra Kessler Duke, Oregon; Dylan Gilbert, Alabama; Meredith Halweg, Colorado; Mike McMillan, Arkansas; Lauren Moylan, Kansas; Kim Rounds, Colorado; Tyler Schuster, Texas; Stephanie Teskey, Arizona; Calli Williams, South Dakota

SOURCE: CBB

BEEF IMPORTERS VISIT

A team of buyers from major Japanese beef importers visited the U.S. recently to learn about beef production practices. USMEF Japan Marketing Director Tatsuru Kasatani and Senior Director of Consumer Affairs Tazuko Hijikata led the team on visits to the National Beef processing facility in Dodge City, KS., and the True West Beef processing facility in Jerome, ID.

SOURCE: CBB

RESEARCH FROM KSU

Willingness-to-pay (WTP) decreased on six evaluated retail products in February compared to January. WTP increased on seven evaluated foodservice dinner meals in February. The combined beef and pork projected market shares for February were 34% and 21%, respectively at the grocery store and 42% and 15% at the restaurant.

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

I'm pleased to report on a very productive USMEF trade mission to Ghana earlier this month. It was a great turnout for the two-day trade seminar as member suppliers had opportunities to meet with 76 West African buyers from 51 companies. A special thank you to the executive director of the Oklahoma Beef Council, who joined the trade team.

IN MONTERREY, MEXICO

The USMEF Market Expo Team – a delegation of producers and other industry leaders from USMEF member organizations – recently traveled to Monterrey, Mexico, to gain a deeper understanding of the market dynamics. The team saw marketing efforts ranging from variety meats in wet markets to dry-aged steaks in exclusive grocery stores. They also talked with importers at Expo Carnes, the region's largest meat trade show.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

AUGUST 27-29TH | BOARD MEETING AT THE OFFICE IN BILLINGS

VALUE-ADDED BEEF PLAN

USMEF partnered with USDA's Foreign Agricultural Service and a Peruvian importer to introduce two U.S. red meat products to media outlets and 70 retailers, processors, caterers and institutional representatives in Lima. U.S. beef livers have already gained traction in Peru as an affordable source of protein and iron, critical in a country that suffers from high rates of anemia, especially among children and the elderly.

SOURCE: USMEF