

AUGUST

2022



# Beef Bites

- AN UPDATE FROM THE MONTANA BEEF COUNCIL -

## The Beef Experiential Learning Tour

This month, MBC hosted nearly 30 soon-to-be Registered Dietitians and their professors from Montana State University for a two-day immersion experience in the beef community. Through this first-hand look at the care that goes into raising beef cattle and meeting some of the industry's leading experts, these future influencers gained valuable knowledge to impact their beef nutrition recommendations for future patients and clients.

The attendees were from all across the country, making for a diverse background. Ranch expert speakers included Jake Feddes with a tour of their Manhattan, MT ranching operation and their local butcher shop as well as Matt Pierson with a tour of his Livingston, MT ranching operation and their one-of-a-kind non-profit processing facility. Industry speakers included National Cattlemen's Beef Association Registered Dietitian Riley Peterson from Denver, CO and Beef Sustainability Researcher and Professor Tryon Wickersham from Texas A&M, as well as Executive Chef Ben Jones from Sage Lodge in Pray, MT.



### What was the most beneficial aspect of the event?

*Seeing the cattle and hearing from the Farmers.*

Seeing humane animal raising.

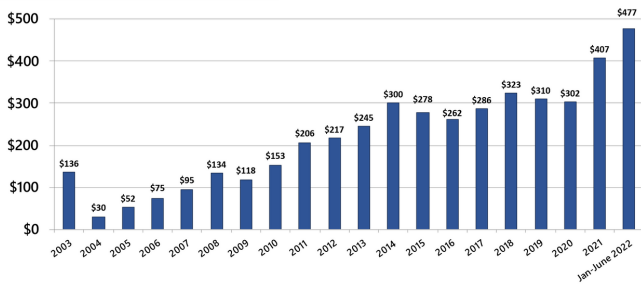
Meeting the people behind the business.

MEETING THE RANCHER AND FAMILY AND HEARING THEIR STORY.

Seeing the farmers in person and getting to see their ranches to hear their perspectives.

# U.S. Meat Export Federation U.S. Beef Market Development Highlights

## Beef Export Value Per Fed Head Slaughtered Soars to New Heights in 2022



Source: USDA/FAS, USDA/NASS fed slaughter, USMEF



## Wider Range of Beef Cuts Available through New Central American Sales Channels

U.S. beef made its mark through top-notch steaks in high-end restaurants in the Central American region, and now a wider range of cuts is capturing consumer interest through e-commerce, foodservice and retail. "Sales channels began diversifying during the pandemic," explains Lucia Ruano, USMEF Central America/DR representative. "Retailers expanded into e-commerce and importers began opening their own retail stores creating new opportunities to market a wide range of U.S. beef cuts." There is great potential for U.S. beef in this region, says Ruano. Free trade agreements, population growth and increasing per capita meat consumption will fuel long-term demand for U.S. beef.

## Important ASEAN Show Returns with Strong U.S. Beef Industry Presence

The return of a leading food show in the ASEAN was an excellent opportunity for the beef industry to demonstrate its commitment to serving the region. The fifth edition of Specialty and Fine Food Asia saw 7,300 attendees from 47 countries in Singapore. "The show had been canceled the past two years so there were many new buyers looking for new products and new ideas," said Sabrina Yin, USMEF ASEAN director. Yin conducted a live butchery demonstration of U.S. beef chuck roll during a special breakout session at the show.

# Coming Right Up...

- 9/7-8:** Beef Promotion Operating Committee, Denver
- 9/13:** MBC Promotion Committee Meeting #1, Billings
- 9/13:** MBC Budget Committee Meeting #1, Billings
- 9/14:** All MBC Committee Meetings, Billings
- 9/15:** MBC Business Meeting, Billings
- 9/16:** National Red Angus Meeting, Kalispell
- 9/15-17:** REAL Montana Seminar, Bozeman
- 9/24:** MBC Tailgate at Griz Game, Missoula
- 9/30:** MBC Fiscal Year End
- 10/1:** MBC Fiscal Year Begins
- 10/3-5:** Women Stepping Forward for Agriculture Conference, Billings
- 10/8:** MBC Tailgate at Bobcat Game, Bozeman
- 10/12-14:** Partnership in Action Meeting, Denver
- 10/14-15:** MT Farmers Union Convention, Helena
- 10/17-19:** MBC Annual Audit
- 10/21-22:** MSU Celebrate Ag Weekend, Bozeman
- 10/26:** National New Director Orientation, Denver
- 10/27-29:** REAL Montana Seminar, Billings
- 11/9-11:** USMEF Conference, Oklahoma City
- 11/10-12:** FFA Ag Expo, Bozeman
- 11/14-16:** MT Farm Bureau Convention, Missoula
- 12/3:** MT Cattlemen's Day, Great Falls
- 12/7-9:** MT Stockgrowers & CattleWomens Convention, Billings

## Going Mobile Brings Greater Reach to Marketing Initiatives in Latin America

Restrictions related to the pandemic accelerated the development of a program already begun by USMEF in Mexico – mobile education and promotion. USMEF, a contractor to the Beef Checkoff, has developed a Mobile Kitchen and Grill Academy to implement educational activities with importers and their customers onsite. Mobile facilities take educational programs directly to current and potential customers of importers while enabling USMEF to target specific cuts and extend marketing reach into new markets, including targeted regions of Central America.