

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

A DIETETICS DISCUSSION

MBC hosted 19 Montana State University Registered Dietetic Interns for a full day of beef and cattle experiences to positively influence their outlook on the beef community. The future dietitians saw rotational grazing and live cattle at the Hahn Ranch in Townsend where they learned about best management practices, cattle genetics, and the Montana beef industry. The next bus stop took them to Headwaters Livestock Auction Market to understand their role in the supply chain, plus they learned about beef sustainability from Texas A&M Researcher Tryon Wickersham. Due to a delay in our scheduling, we missed stopping at Amsterdam Meats this year, but the next stop took the interns to Bridger Kitchens to learn from local butcher Austin Daniels as he demonstrated different beef cutting techniques. Lastly they finished by enjoying the beef cuts and a meal prepared in a Combi Oven. This tour opens doors to new relationships for MBC and the dietitians and MBC will host two of the interns later this year as part of their rotation program. These experiences are a valuable part of creating future beef advocates.



PITMASTER CLASSIC

The eighth annual Montana Pitmaster Classic took place in Bozeman, drawing more than 38 professional and backyard teams to compete in chicken, ribs, pork, and brisket for the state BBQ title. Winners earned a chance to advance to the renowned Kansas City Royal competition. Our own Al Koenig attended the event, which also supports the Gallatin Valley YMCA and showcases Montana's growing barbecue scene.



BOARD MEETINGS

The Board of Directors had a busy month of meetings, convening online August 6 to preview funding requests and receive an update from MTN. At the end of the month, members gathered in Billings to review funding presentations, set the budget for the next fiscal year, hear additional updates, and celebrate Andy Kellom's nine years of service as he concluded his term on the board.



- THE MBC TIME MACHINE -



Step back in time with us to 1959! This article featured Montana ranchers' contributions to the New York Yankees: "Montana's three top cattle industry groups, the MSGA, the Montana Beef Council, and the Montana Livestock Markets Association, recognized the unbelievable plight of the cellar-dwelling New York Yankees. The groups sent 50 choice breakfast BEEF STEAKS to the Yankees with the idea that the state's three organizations have kept Montana Beef in first place for many years and can do the same for Casey Stengel's Yankees."



- BEEF BRIEF -

NEW STUDY FROM NCBA

In a randomized controlled study, researchers demonstrated that ounce for ounce, beef outperforms a soy-based meat alternative patty in stimulating muscle protein synthesis. While soy and beef are both high-quality proteins, it takes twice the amount of the soy-based meat alternative with 66% more calories to elicit the same impact on muscle health.

SOURCE: CBB

JULY MEAT DEMAND

In July, 19% indicated their household finances are better than one year earlier (on par with 19% in June). As shown previously in MDM reports, this group reports higher prior-day rates of beef, pork, and chicken meal inclusion than those reporting the same (47%) or worse (34%) financial conditions.

CBB; USCA & KSU MONITOR

A MESSAGE FROM THE CEO

The Beef Promotion Operating Committee (BPOC) meets September 3-4 to review and recommend funding levels for the proposed FY 2026 Authorization Requests (ARs). This is a challenging task, as the BPOC must decide how to address the \$10.85 million gap between total requests (\$49 million) and available funds (\$38.15 million). If you have the chance, I recommend watching the BPOC meetings. The links can also be found on our website.

Day 1 Link: mail.beefboard.org/c/AQjv8BUQp78EGMXu8AEg68Nv4dpYmhojYjffVGJ6EThkpSimu81-x5H0bqf07XrunTo

Day 2 Link: mail.beefboard.org/c/AQjv8BUQp78EGMXu8AEg7MNVwp8y6B8BleFvpYc8vLr-Xcye39ZPDjDpeoG_Nfv6bxs

Greg Hanes,
CBB CEO

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

A critical piece of USMEF's market development efforts is how we work with importers to develop demand for U.S. beef. Included in this month's marketing highlights are examples of how we connect beef exporters with importers, and partner with importers in export markets to promote U.S. beef to their end-user customers.

SOURCE: USMEF

BEEF BREAKS RECORDS

USMEF joined local organizers in Guadalupe, Mexico, to participate in a cultural celebration and help create the "world's largest discada." Three Guinness World Records were set at La Discada 2025: Largest pan, largest stir-fry, and most tacos served in one hour. USMEF supplied U.S. beef and pork for the discada, feeding more than 10,000 people.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

SEPT 8TH	—	NEXT VIRTUAL BOARD MEETING ON TEAMS
APR 14TH	—	NEXT IN-PERSON BOARD MEETING IN BILLINGS

SINGAPORE TRADE FAIR

One of Southeast Asia's leading trade fairs for food and beverages, Food and Hotel Asia, attracted an estimated 48,000 attendees from 109 countries and regions. USMEF members demonstrated the industry's commitment to the region as 26 staff members from 11 member companies participated at the event.

SOURCE: USMEF