

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

A DIETETICS DISCUSSION

MBC Staff hosted another class of registered dietetic interns for a beef experiential learning tour. The goal in hosting these soon-to-be dietitians for an immersive experience is to support their learning about sustainable food systems and provide an inside look at the beef community. This allows them to see first-hand insight into the care and responsibility involved in raising beef cattle, meet leading experts in the field, and see the industry's strong commitment to sustainability in action. The early morning bus ride featured an interactive smartphone presentation with MBC staff to lay the foundation of the beef industry. Heading north of Bozeman, the first tour stop began with a ranch tour at Timberline Angus with MBC President **Jake Callantine** to discuss ranching in Montana and share his seedstock operation with the group. The bus traveled across the Gallatin Valley to Amsterdam where the group experienced a guided processing facility tour at Feddes Family Meats with Sierra Anthony, a skilled butcher-trainer (and Team Beef Montana member). The last stop was at Bridger Kitchens and showcased the hard work of the beef industry with a detailed meat cutting demonstration by Austin Daniels of Daniels Gourmet Meats and a build-your-own beef lunch and roundtable discussion with Executive Chef Jill Flores of Montana State University. The interns will spend the next year traveling through different clinical rotations around the state, including one intern spending three weeks with MBC.



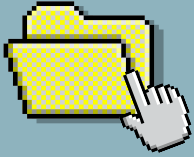
BACK TO SCHOOL WITH BEEF

We distributed 50 Back to School with Beef packets to school foodservice directors across the state and they will be launching their beef meals during the fall back to school season. The foodservice directors receive the beefy swag along with recipe inspiration and resources for successful beef meals at their schools. They are also encouraged to make the meal into an event by inviting a local rancher to lunch, encouraging their FFA students to create a display about beef, collaborate with the family and consumer science students to prepare the beef meal, or invite local media. Students benefit from a beef meal to help them be successful in the classroom and beyond.

A BUSY BOARDROOM

This month the MBC Board met for their annual meeting to review evaluations and proposals for the next fiscal year. The board used the new strategic plan as a guide to make targeted investments in beef demand-building programs that return value to producers. They also honored board members who will finish their term this year and incorporated some competition with a customized livestock judging contest. MBC thanks **Andy Kellom, Travis Choat, and Corey Schultz** for their dedication to Montana's producers and the Beef Checkoff.

- FROM THE ARCHIVES -



Here's a look back at where the beef industry stood at the turn of the millennium from the NCBA Monday Memo:

- Markets: Fed cattle traded at \$68-\$69/cwt, with Light Choice closing at \$113.30.
- Innovation: NCBA launched a \$250,000 contest for the Best New Beef Products Awards to drive consumer demand.
- Global Push: USMEF launched a Seoul campaign promoting U.S. butterfly short ribs.

While the numbers have changed, the commitment to driving demand for beef remains as strong as ever!

- FROM AROUND THE WORLD -

BEEF IN ACTION

Beef Checkoff dollars are making an impact across the country. Recent projects include Wisconsin Beef Council initiatives and a South Dakota Beef Industry Council partnership with Northern State University and Top Chop Meats to develop a high-quality, protein-based recovery station for student athletes.

DID YOU KNOW?

Once Beef Checkoff projects are approved by USDA-AMS, contractors get to work—but they don't receive Checkoff funds upfront. Contractors initially cover project expenses themselves, with reimbursement coming after CBB reviews invoices and supporting documentation to ensure expenses meet program requirements.

SOURCE: CBB

NIGERIA OPENS THE DOOR

U.S. beef and pork now have meaningful access to Nigeria, opening the door to a major new market for American red meat. With the world's sixth-largest population and the third-largest economy in Africa, Nigeria offers significant long-term potential. While it will take time to establish a foothold in the country's retail and foodservice sectors, this is an important step forward for U.S. beef around the world.

MEAT SYMPOSIUM IN COLORADO

USMEF brought teams of importers, distributors and processors from Mexico, Central America and South America to Colorado for a three-day symposium to learn about U.S. food safety standards and innovations in the processing, packaging and value-added production of U.S. red meat products. (Photo below).

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

SEPT
14TH



NEXT VIRTUAL BOARD
MEETING ON TEAMS

MAY
3RD



NEXT IN-PERSON
BOARD MEETING

