

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

CHEERS TO NINE YEARS!

At the Board Meeting on December 18 in Billings, we raised our glasses to honor Brett Dailey as he wrapped up nine years of hard work, dedication, and service. Stepping into Brett's role as President, Andy Kellom will continue to serve MBC alongside newly elected Vice President, Travis Choat.

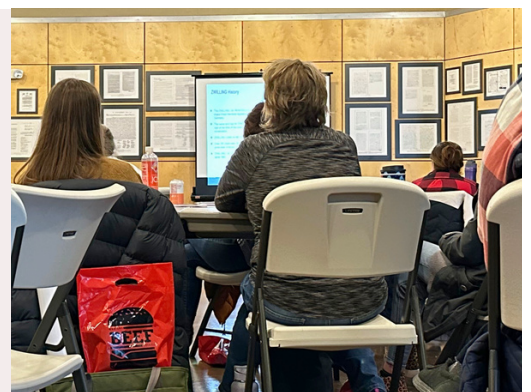


UP FOR A CHALLENGE

On December 13, Anna, Chaley, and Sue met with Absarokee's Family and Consumer Science students for the second annual Cooking Challenge! Judges from the community joined in to crown the winning recipe from the MBC website after presentations about nutritional information and total meal cost.

LIVE FROM THE KITCHEN

As part of one of MBC's newest partnership, Chaley and Anna met with FCCLA Advisors and FCS teachers on December 4 in Helena. Educators from across the state learned about resources MBC offers and even saw a live demonstration on utilizing different cuts of beef from the NCBA kitchen in Denver.





WHERE'S AL?

"The first weekend of December, I attended the Montana Simmental Association's annual meeting and banquet in Billings as well as the Western Choice Female Sale held at Billings Livestock to give an update on MBC programs and activities.

Then, during the Montana Stockgrowers Association's annual convention, We teamed up with Certified Angus Beef and Sysco to host a BQA training for 60 attendees with special guest Curt Pate. I also graduated from the MSGA M-Bar Academy and look forward to deploying the skills learned and connections made!

My travels also took me to the Montana Cattlemen's Association where they held their annual meeting and Cattleman's Day in Great Falls, featuring a lineup of speakers on topics ranging from Grazing to Risk Management, as well as a presentation from Producer Partnership and updates from State and Federal Agencies."

FROM DAN'S DESK

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

In wrapping up 2023, we are experiencing strong demand for U.S. beef in the Western Hemisphere while economic headwinds weigh on demand in Asian markets. Retail and e-commerce are robust but the region's recovery in foodservice is taking longer than expected. We have reason for optimism, however, as growth in international tourism, recent efforts to strengthen local currencies and high consumer savings rates should work to support demand growth in foodservice.

*all data sourced from USDA and compiled by USMEF

FRESH CUTS IN SPAIN

USMEF implemented first-ever foodservice seminars in Spain to build distribution links and demonstrate culinary uses for alternative U.S. beef cuts to foodservice customers. Three U.S. meat "roadshow" events were implemented for customers of importers in Madrid, Barcelona and Jerez, with USMEF Corporate Chef German Navarrete conducting the training sessions.

DEMAND IN MEXICO

Strong demand for U.S. beef in Mexico continues through 2023. Mexico's demand for U.S. red meat has been outstanding this year. USMEF has capitalized by promoting a wide range of beef cuts to key decision-makers in Mexico's foodservice and retail sectors. Through October, U.S. beef exports to Mexico were up 15% in volume to 171,399 metric tons and 25% in value, reaching \$976 million.

JAPAN'S NEW DISH

Katsuya, Japan's largest pork cutlet chain, recently completed a successful test of a new menu item featuring U.S. beef and U.S. pork. It is the first time the chain, with 450 nationwide outlets, has utilized U.S. beef. Successful promotions encouraged the chain to consider U.S. beef and they developed a new menu item that included short plate and U.S. pork loin.

BEEF-ORE YOU LEAVE:



**MAY
15**

**NEXT BOARD MEETING
AT THE OFFICE IN BILLINGS**

