

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

TIME SPENT WITH DIETETIC INTERN

MSU Dietetic Intern Lauren Black joined MBC for the month of as part of her 9-month internship to become a registered dietitian. Lauren will also spend time at hospitals, school foodservice, and food banks during her internship to shadow various Registered Dietitian roles. MBC was asked to host an intern after developing a partnership with the program through our ranch tour opportunities for dietetic interns. Lauren met with Montana ranchers, fellow dietitians, national beef industry staff, media and more during her month with MBC to gain exposure to various aspects of the beef community.



STOCKGROWERS

MBC staff attended the Montana Stockgrowers Association and Montana CattleWomen annual convention and tradeshow where we hosted a booth and visited with their members from across the state. Chaley Harney presented a brief update to the membership. Board members in attendance included Justen Iverson, Corey Schultz, and Andy Kellom.



MBC ON THE AIR

Chaley Harney and MSU Dietetic Intern Lauren Black covered the airways for an hour-long interview on Voices of Montana where they shared nutrition tips, recipe inspiration, program updates and all things beef. Listen to Lauren at: voicesofmontana.com/podcast/good-nutrition-balance-and-beef/



BOARD ONLINE

Due to an interstate closure, the MBC board meeting was not held in-person, but members were able to convene for a condensed virtual meeting. The board had planned to meet jointly in-person with the North Dakota Beef Commission while in Sidney but is working to reschedule a new joint meeting.



- THE MBC TIME MACHINE -



From 1961: "Baker CowBelles was organized on January 7, 1961 with 42 charter members. They have been very busy over the last 38 years. They've had raffles, served lunches at the Baker Livestock Auction, promoted beef and educated people about the benefits of eating beef."

Photo: Celia L., Lois M., Pauline M., Esther M., Lillian J., Mary S., and "Montana Slim"



- BEEF BRIEF -

USDA APPOINTMENTS

The U.S. Department of Agriculture announced the appointment of 36 members to serve on the Cattlemen's Beef Promotion and Research Board. Thirty-five members will serve three-year terms, and one member will serve a two-year term. The terms of the new appointees will begin February 2025 after the Cattle Industry Convention.

SOURCE: CBB

DIET TRENDS IN GEN Z

A survey by the International Food Information Council (IFIC) found that 53% of Gen Z prioritized protein in their diets in 2023. Additionally, consumers consistently rank beef above other proteins when considering which is a "great source of protein." This is a golden opportunity for retailers. Beef is packed with high-quality protein and other nutrients.

SOURCE: NCBA

A NOTE FROM THE CEO

As we wrap up the year, get ready for the holidays, and prepare for CattleCon, I want to thank everyone for all the great work and support for our industry and the Checkoff. The Contractors continue to step up their game as they implement programs on tighter and tighter budgets. These national programs, linked with all the amazing work the QSBs are doing, are having an incredible impact on beef demand. Who would have thought that at these prices, beef demand would still be so high? That doesn't just happen by accident. I think this clearly demonstrates the Checkoff's long-term impact in keeping beef center of the plate.

Merry Christmas,
Greg Hanes,
CBB CEO

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

As we wrap up 2024 I'm pleased to report that U.S. beef exports exceeded expectations, despite headwinds in our major Asian markets. Production was higher than forecasted and while export volume for 2024 will be down slightly, export value should finish the year about 5% higher, putting us close to \$10.5 billion for the year.

SOURCE: USMEF

TRADE SHOW IN EUROPE

SIAL Paris, one of the world's largest food trade shows, drew an estimated 285,000 professionals from more than 100 countries. The U.S. red meat industry was well represented, as major exporters were on hand to meet large contingents of potential buyers from Europe, Africa, the Middle East and Asia. Europe's interest in U.S. beef was a major topic there.

BEEF-ORE YOU LEAVE:

MAY
16TH

BOARD MEETING:
DETAILS TBA

BEEF BRISKET IN JAPAN

The growing global popularity of barbecuing may now be taking root in Japan. "There was interest in serving this new foodservice demand with U.S. beef brisket," says USMEF Marketing Director Tatsuru Kasatani. The response was very positive, prompting USMEF to move forward with plans to grow demand for U.S. beef brisket in Japan's sector.

SOURCE: USMEF