

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

TIME SPENT WITH DIETETIC INTERN



Thanks to our successful partnership with Montana State University where MBC hosts registered dietetic interns for ranch tours, MBC received another intern for a community rotation this month. While she was with us, Aianna Buist, had a behind-the-scenes look at MBC and completed several projects. Her future aspirations focus on sports nutrition, so we amplified her skillset to develop helpful fueling guidelines for Team Beef Montana, create K-12 beef nutrition activities, review and suggest edits for nutritional calculations of beef school foodservice recipes, develop resources for coaches and parents to implement the Sports Nutrition Game Plan, provide feedback on the ranch tour, and attend the Montana Stockgrowers Association annual convention. Thank you, Aianna, and good luck!



STOCKGROWERS 2025

Chaley Harney, Sue Broyles, and Al Koenig attended the Montana Stockgrowers Association and Montana CattleWomen annual convention and tradeshow. MBC hosted a beef lounge in the tradeshow booth that allowed for great conversation with producers. Chaley spoke briefly at an opening general session and again during a breakout session. This wraps up "tradeshow season" for the MBC staff and we look forward to participating in next year's producer events.

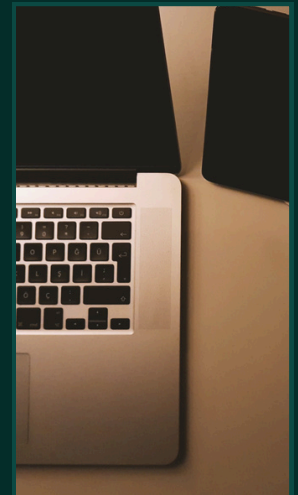
Photo: Kiley Martinell (past MBC president) with her husband, Heath, and daughter, Taryn.



FROM THE MEETING

The MBC Board met virtually this month and elected Jake Callantine as Vice President. Jake will serve in this role over the next year with Andy Kellom as President.

The board also heard a presentation from the Paid Media Team at the National Cattlemen's Beef Association. The team shared results of MBC's digital marketing efforts. So far, the efforts have returned 410,000 impressions, 222,000 video views, and 4,100 clicks using \$7,600. YouTube view rates are 57.82% and ads are also running on Hulu, Disney+, ESPN, and Netflix.



- THE MBC TIME MACHINE -



In 1987, the Montana Senate Agriculture Committee considered legislation aimed at supporting the state's agricultural economy. Discussions around SB 207 included a proposed committee bill that would allow the Department of Livestock to establish certification standards for Montana beef. These efforts reflected growing interest in product integrity and market support for Montana producers.

MONTANA STATE SENATE
JUDICIARY COMMITTEE
MINUTES OF THE MEETING

January 9, 1987

of the Senate Judiciary Committee

- BEEF BRIEF -

COMMITTEE ASSIGNMENTS

On behalf of the CBB Officers, we are pleased to announce the 2026 CBB Checkoff Program Committee assignments, organized under the new committee structure that aligns with the budget. They are on the CBB website, where you can review each committee's purpose, target audiences, and the fellow members who will serve you in the coming year.

SOURCE: CBB

MEAT DEMAND MONITOR

According to the November Meat Demand Monitor, willingness-to-pay (WTP) decreased on all evaluated retail products and all evaluated foodservice dinner meals in November compared to October. The beef projected market shares for November were 32% at the grocery store and 43% at the restaurant.

SOURCE: NCBA

A NOTE FROM THE CEO

The Beef Checkoff Leadership Summit was held December 2–3 in Denver. Program committee chairs, from both the CBB and Federation, met for training and to discuss the rollout of the new committee structure that will be introduced in Nashville. (In the new structure, the program committees will align with program funding categories.)

All of us at the CBB wish you Happy Holidays and a Happy New Year. Enjoy some time with family and friends—and, of course, some beef! We appreciate all that you do for the CBB and the industry.

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

September Export Stats were released last Thursday. We are still not up to date from the Government Shutdown, but expect to receive October and November Export Stats in January 2026, which would get us back up to date with the normal government statistics release dates. Wishing all of you a wonderful and safe holiday season.

- September 2025 export stats had total global beef export volume of 80,835 metric tons which is down 22 % year on year which is the lowest since June of 2020. Export Value was \$ 661 Million which is down 22 % as well. YTD Export Stats (January – September 2025) totaled 856,000 mt.
- China continues to be the primary headwind for beef with nearly 14,000 metric tons exported a year ago in September. As previously discussed, this continues to be the number one on the priority list in our conversations with USTR and FAS to get access reinstated with China (Beef Plant Registrations) as soon as possible.
- Demand continues to be strong for US Beef despite reduced cattle numbers. Please see the below YTD country export value changes through September.
- Korea \$ 1.7 Billion + 5 % (Korea continues to be the number one export value market).
- Mexico, Central America, and South American Countries such as Chile, are becoming regular program buyers of US Beef. They are becoming less price conscious and more quality conscious. Latin American markets are driving the incremental demand for Choice / Higher Quality grades, as they are demanding that consistent great eating experience.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

JAN
12TH

NEXT VIRTUAL BOARD
MEETING ON TEAMS

APR
14TH

NEXT IN-PERSON BOARD
MEETING IN BILLINGS