

Beef Bites

FEBRUARY

2021

- UPDATE FROM THE MONTANA BEEF COUNCIL -

MONTANA LOVES BEEF

STATE PARTNER UPDATE

- Montana FFA Foundation-** Completed.
- MSU Bobcats-** Completed.
- UM Grizzlies-** Planning underway.
- Montana Meat Processors Beef Box Giveaway-** Ongoing.
- Northeast Beef Promotion Initiative-** Planning underway.
- KULR8 Steakhouse Tour-** Ongoing. Partnership runs through March.
- Montana Farm Bureau Coloring Contest-** Planning underway.
- Montana Family & Consumer Science Teachers Conference-** Planning underway.
- Montana CattleWomen Beef Education-** Ongoing.
- Ravalli 4th Grade Farm Fair-** Planning underway.
- Western Montana Stockmen's Farm Fair-** Planning underway.
- Gallatin Valley Farm Fair-** Planning underway.
- Backcountry Media videos-** Planning and production underway.
- REAL Montana-** Planning underway.
- Montana BQA-** Ongoing. Monthly virtual trainings beginning soon.
- RANGE Magazine-** One Red Meat Survivor story completed. One upcoming.
- Montana Television Network-** Ongoing. Newest video series features "The Perfect Pair."



Share a Meal with
Your Valentine

BEEF
IT'S WHAT'S FOR DINNER

Funded by Beef Farmers & Ranchers

Federation Corner

On February 13, the Montana Beef Council helped the Federation of State Beef Councils sponsor the Beef. It's What's For Dinner. 300 at Daytona. The race gave our product prime exposure at the track, on broadcast television, and on social media. We had the opportunity to promote beef to the race attendees, and the Texas Beef Council's "Beef Loving Chefs" culinary team fed the media and the U.S. Air Force Thunderbirds. The "Pit Crew" made up of staff from the Florida Beef Council, Tennessee Beef Industry Council, Colorado Beef Council, Ohio Beef Council, Georgia Beef Board, Oklahoma Beef Council, Arkansas Beef Council, and volunteer CattleWomen made everything work at the track and covered many miles across the infield providing promotional items to race fans. Austin Cindric won the race and celebrated with a cooler full of tomahawk steaks and a new hat.



BEEF.

IT'S WHAT'S FOR DINNER.®

Funded by Beef Farmers and Ranchers

300

AT DAYTONA

MBC Budget Outline & Checkoff Definitions

International Corner

The Year End December Export Statistics were released, and as expected we saw a continued strong performance in December 2020 with Global Beef Exports growing 8% at 119,892 Metric Tons over 2019 at 111,215 Metric Tons and a value of \$744 Million in 2020 which was 9% over 2019. Year End Data reflected a total decline in volume of 5% at 1,254,756 MT and a decline in value of 5% as well at \$7.65 Billion. The fourth quarter saw continued momentum with overall growth of 7% over quarter three (July-September 2020). There continue to be continued signs of recovery in a broad base of export destinations as we enter into 2021.

USMEF is currently forecasting 10% growth in 2021, which assumes broad-based growth in a vast range of markets. The momentum established in 2020 at retail and with the online e-commerce platforms globally, is expected to compliment the return of tourism and food service in 2021. That being said, we can continue to expect Covid-19 induced interruptions as undoubtedly we will see spikes in certain parts of the globe, but given efforts to vaccinate key population centers around the world we have hope that more stability is in store in 2021 and beyond as compared to 2020.

-Dan Halstrom, USMEF President & CEO

The MBC budget was reorganized to align with the Beef Checkoff program definitions which created new funding categories. The program categories include Collection, Consumer Information, Domestic Marketing, Foreign Marketing, Industry Information, Producer Communication and Promotion. Below is a refresher on the PROMOTION definition.

According to the Beef Act, promotion means any action aimed at advancing the image and desirability of beef and beef products with the express intent of improving the competitive position and stimulating sales of beef and beef products in the marketplace. Among checkoff programs in promotion are paid consumer advertising; retail and foodservice marketing; food-media communications; veal marketing; new-product development; beef recipe development; and other culinary initiatives.



Montana Loves Beef Campaign

On February 12, the "Montana Loves Beef" campaign was launched statewide to introduce the new Montana Loves Beef brand, encourage beef purchases and drive website and social media traffic. The campaign features a multi-media approach in a one-month time frame to introduce Montana consumers to the enhanced MBC brand through digital, print, radio and broadcast television.

Next MBC Meeting

The next MBC meeting will be held in Helena and will focus on setting strategic priorities as well as our business meeting. We will utilize the new 2021-2025 Long Range Plan with your guided input to ensure we focus on areas important to MBC and Montana beef producers.



IN THE NEWS

"Montana Beef Advocate Elected to National Leadership Role"

"Montana Loves Beef Campaign Launched"

UPCOMING EVENTS