

**Nicely done, beef.**  
**You make healthy dinners hearty.**

**FEBRUARY**  
2022

# Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

## A "W" for Beef & Basketball

**BEEF** for the WIN! This month we had the opportunity to bring beef front and center amongst Montana basketball players and fans.

Thanks to the help of board member Kiley Martinell and her daughter, Macie, the MSU Women's Basketball team is proudly sporting new drawstring packs filled with beef nutrition, recipes and swag to help them play at their best. #beefhasyourback

And in Montana Class C Basketball, a beefy nutrition message canvassed the airwaves from December 10th and concluding on February 28th for 40 regular season games, 15 District 8C games, and 15 Northern C Divisional Games. Our message was played during games from Augusta to Winnett and Heart Butte to Judith Gap.



## Here & There


MBC Staff and Federation Directors were out and about this month with travel from Houston, TX to Glendive, MT. Here's a snapshot of our travels:

- 2/1-4: Cattle Industry Convention- Houston, TX
- 2/9: Crazy Mountain Stockgrowers Roundtable, Big Timber
- 2/10: Joliet High School Consumer Ag Class, Joliet
- 2/11-12: GATE Show, Glendive
- 2/15: Coleman Angus Sale, Missoula
- 2/17-19: MATE Show, Billings
- 2/24: Stampede Cooking Competition, Billings
- 2/24: Van Dyke Angus Ranch Sale, Manhattan
- 2/25: BQA at Headwaters Live, Three Forks

Work done by the Checkoff is constantly being implemented and reviewed, while also looking toward the future. During the convention in Houston, directors received an update from contractors about progress made during the first quarter of the fiscal year (October–December). When directors gather this summer, they will receive another update on current projects, plus review Authorization Requests for 2023.

Beef Checkoff Planning Cycle Under the 2021-2025 Beef Industry Long Range Plan (LRP)		
Date	Event	Outcomes
DEC 2021	Committee Leadership Summit	<ul style="list-style-type: none"> <li>Review Long Range Plan</li> <li>Affirm Initiatives for FY23</li> </ul>
FEB 2022	Annual Convention	<ul style="list-style-type: none"> <li>Checkoff Highlights Session</li> <li>Contractor Updates on FY22 Projects</li> </ul>
APR 2022	Beef Promotion Operating Committee	<ul style="list-style-type: none"> <li>Orientation</li> </ul>
JUNE/JULY 2022	Authorization Requests Submitted by Contractors and Posted Online	
JULY/AUG 2022	Summer Business Meeting	<ul style="list-style-type: none"> <li>Checkoff Highlights Session</li> <li>Committees Score FY23 Tactics</li> <li>Provide Comments for BPOC for FY23</li> </ul>
AUG/SEPT 2022	Beef Promotion Operating Committee	<ul style="list-style-type: none"> <li>Approve FY23 ARs</li> </ul>
SEPT 2022	Annual Evaluation of Beef Checkoff Programs	<ul style="list-style-type: none"> <li>Previous Fiscal Year ARs Evaluated</li> </ul>
OCT 2022	FY23 Checkoff Program Execution (2 <sup>nd</sup> year of LRP)	

ARs = Authorization Requests  
BPOC = Beef Promotion Operating Committee



## International Corner

From the Desk of Dan Halstrom, USMEF President and CEO

2021 was a record export year for U.S. beef globally for volume (+15% over 2020) at 1.44 Million Metric Tons and value (+38 % over 2020) at \$10.58 Billion. These are both in excess of the previous records in 2018 with tonnage up 7% over the 2018 record and value up 27% above the 2018 record.

- Optimism on Display at Gulfood Show in Dubai:** USMEF, a contractor to the Beef Checkoff, joined 4,000 exhibitors and more than 100,000 visitors in February at one of the world’s largest food trade shows, Gulfood in Dubai. President and CEO Dan Halstrom and USMEF representatives for the Middle East, Africa and Europe were on hand to meet with current customers and potential new buyers of U.S. beef. Traditionally a beef variety meat region, USMEF promoted middle meats and alternative cuts to buyers, including the sirloin cap, brisket and shoulder clod.
- Exports Corroborate Korean Consumers’ Growing Confidence in U.S. Beef:** Confidence has come a long way since 2008 when the Korean market was reopened to U.S. beef. Annual surveys show consumer confidence has risen steadily from 5% in 2010 to 64% last year. In 2021, U.S. beef exports to Korea reached the highest single-year value for any destination at \$2.38 billion, an increase of 38% over 2020 and 194% over 2015, according to year-end data released by USDA and compiled by USMEF.
- Five Promotions Position U.S. Beef as Top Quality with Consumers in Korea:** With an established reputation as a high-value alternative to expensive domestic beef, U.S. beef is also making its mark with consumers in Korea on the basis of taste and tenderness. December is traditionally a season of year-end business gatherings at restaurants but with COVID restrictions in place in late 2021, USMEF anticipated that these events would shift to at-home celebrations and implemented year-end promotions for U.S. beef with large retail chains and e-commerce platforms.
- Japan Program Update “Journey to American Beef” Campaign Extended:** A strategic initiative that put U.S. cattle producers at the heart of a promotional campaign for U.S. beef in Japan last year is extending into 2022. Video of cattle operations and interviews with owners and their families provided Japanese consumers a first-hand look at the safety and sustainability practices behind the production of U.S. beef. The popular campaign has resumed through March and will restart from July to September.

NEXT BOARD MEETING: MAY 6, BILLINGS