

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

CATTLE INDUSTRY CONVENTION

Montana was represented by Federation Directors Justin Iverson, Pam Bilyeu, and Charlie Hollenbeck, along with Executive Director Chaley Harney at the 2026 Cattle Industry Convention in Nashville, TN. Attendees participated in checkoff and industry updates as well as joint committee meetings to direct the checkoff funds on the national level. The opportunity also provides engagement with other beef producers from across the country—this year over 9,000 in attendance! MBC also congratulated G&G Livestock/Cathey Cattle Company for receiving the regional Environmental Stewardship Award, sponsored in part by the council. Justin Iverson was elected to serve on the Beef Promotion Operating Committee as a Federation representative, where he will help make final budget decisions to direct the national beef checkoff funding. On the Cattlemen's Beef Board (CBB) side, Ben Peterson was re-elected to serve on the CBB executive committee.



STATE WRESTLING

MBC hosted an interactive booth at the Montana High School Association All-Class State Wrestling Championship in Billings. Over 17,000 fans cheered on over 1,000 wrestlers from nearly 90 schools. Our beef logos were proudly displayed throughout the three-day event. Beef is the Preferred Protein of MHSAA and the booth featured a burger relay that helped fans pass the time and competitors get out their nervous energy.



THE MATE SHOW

Despite the sunshine outside, hundreds of visitors gathered inside for the annual Montana Agri-Trade Exposition in Billings, MT. This year MBC partnered with the Producer Partnership and created a Beef Lounge experience for attendees to ask questions and visit further about the beef industry, the beef checkoff, and general beef questions. Al Koenig and Chaley Harney were also featured in a live radio interview on KGHL.



VIRTUAL MEETING

This month's meeting featured a review of MBC's policy and procedure manual to make any necessary updates as an annual due diligence. MBC's next virtual meeting will be on March 2nd and the next in-person meeting will be on April 14 at the office in Billings. We are looking forward to having everyone together shortly!



- 2025 ANNUAL REPORT -



The Montana Beef Council Annual Report is here! From fueling athletes and students to expanding beef education and industry support, MBC made an impact in 2025! Check out the numbers, the projects, and how producer dollars worked to keep beef front and center. See the full report here on our website or social media pages.



- BEEF BRIEF -

DID YOU KNOW?

Did you know that five producer-led Checkoff Program Committees support all the great work funded by the Beef Checkoff? The 30-plus-member Research Committee is designed to guide the direction of beef-focused research. Learn all about this Checkoff Program Committee at BeefBoard.org.

SOURCE: CBB

INDUSTRY REVIEW

Despite economic headwinds in 2025, consumer demand for beef remained exceptionally strong. In 2025, retail beef sales surpassed \$45 billion, marking a 12.4% increase in value and 4.3% growth in volume year-over-year. Beef drives over 55% of total fresh meat value, compared to chicken at roughly 25% and pork at just above 10%.

SOURCE: CBB

A NOTE FROM THE CEO

At our meetings in Nashville, one of the big questions was – “Have we received our new member nominations and board reappointments yet?” Typically, we get these in December or January, but we do not have them yet this year. Other Checkoff boards have also been delayed, but those are coming through, so we hope the Beef Board will be announced next. Once released, we will let everyone know. We also provide a wealth of Checkoff information on our website. I encourage you to use these tools to help educate other producers and stakeholders about how the Checkoff really works.

Greg Hanes,
CBB CEO

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

We've had some encouraging market access gains in markets such as Taiwan and Indonesia in recent weeks through reciprocal trade agreements. While implementation remains key for these agreements, we continue working to develop trade and demand for our beef so that we can capitalize on these wins. Here are a few recent highlights:

MORE NOTES FROM DAN

- U.S. beef demand in Central America continues to grow, creating new opportunities for educational programs targeting importers and distributors. Sessions included cutting demonstrations for beef cuts such as striploin and tri-tip, supporting importers' efforts to upgrade protein offerings for end customers.
- USMEF partnered with Taiwanese importer Yu-Ho Foods and PX Mart, Taiwan's largest supermarket chain with 1,200 outlets, to promote a wider range of U.S. beef cuts. A technical seminar highlighted alternative cuts, including the under blade of the chuck, to boost retail profitability and offer affordable, high-quality options amid ongoing inflation pressures.
- The U.S. beef industry maintained strong visibility at Gulfood in Dubai, with USMEF staff and members meeting buyers from the Middle East, Africa, Southeast Asia, and North Asia.
- USMEF promoted U.S. red meat's versatility and nutrition at a fitness event at Yonsei University in Seoul with F45 Track. The event attracted 2,300 attendees, with influencer amplification and press coverage across 49 outlets, highlighting U.S. beef and pork as high-quality proteins for athletic performance and recovery.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

MARCH 2ND — NEXT VIRTUAL BOARD MEETING ON TEAMS
APR 14TH — NEXT IN-PERSON BOARD MEETING IN BILLINGS