

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

REFUELING AT MHSA MEETING

The Montana High School Association held its Annual Meeting in Billings. Approximately 300 people attended, including superintendents, principals, athletic directors, and school trustees of all 182 member schools. MBC hosted a booth to talk with attendees about incorporating beef into meal plans for student-athletes from pre-game, gameday and travel snacks. The popular Refueling Station was also on display to fuel the attendees and generate buzz for what coaches can expect at the state basketball tournament.



TRIP TO THE MAGIE

January 15th-17th, MBC teamed up with our friends at local Montana Farm Bureau affiliates in Cascade and surrounding counties to host an educational booth at the Montana Ag Industry Exhibit in Great Falls. We had a great time serving up beef recipes and content, visiting with fellow producers, discussing beef production with consumers, and seeing exactly where everyone's favorite cuts of beef are found on the animal!



BEEFING UP YF&R

MBC supported this year's iteration of the Montana Farm Bureau Young Farmers and Ranchers Conference held in Missoula January 17th-19th. Around 100 young agriculture professionals attended the conference, where they learned about new opportunities in production agriculture. Next year's event will be held in Great Falls and we look forward to participating again!



JAPANESE TRADE

MBC was invited by the Montana Department of Agriculture to participate in a meeting and reception with Japanese delegates. It was fun to get to share about my experiences raising cattle with my new Japanese friends, educate them further on beef production in our great state and nation, and even learn a few phrases in Japanese!



- THE MBC TIME MACHINE -



Travel back with us to 1946 and take a look at the National Poster Contest entries!



- BEEF BRIEF -

DID YOU KNOW?

Did you know that all CBB and Beef Checkoff Committee meetings are open – at no cost – to those who pay into the program? If you know a beef producer or importer who would like to attend these Checkoff-specific meetings, have them visit the Registration Desk in San Antonio during Cattle Con or contact CBB staff.

SOURCE: CBB

MORE ON THE CHECKOFF

The 30-plus-member Nutrition & Health Committee is designed to advance research proving the nutritional and health benefits of beef—and to communicate those results to consumers. Efforts include ensuring beef is included in dietary recommendations; educating medical, diet, and health professionals about beef and beef production.

SOURCE: NCBA

A NOTE FROM THE CHAIR

When I became CBB Chair, I challenged you to take one more step in supporting the Beef Checkoff. Many of you answered that call—engaging with cattlemen's associations, youth exhibitors, and others to strengthen understanding and support. Though my time as Chair ends, I urge you to keep these conversations going.

Despite challenges like rising prices and smaller cattle numbers, beef demand remains strong. In 2024, 5.47 billion pounds sold, generating \$36.4 billion—proof the Checkoff makes an impact. Thank you for your dedication. I look forward to continuing this work and driving the Beef Checkoff's success.

Thank you all,
Andy Bishop,
CBB Chair

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

We look forward to seeing you at the Cattle Industry Convention in San Antonio. In the meantime, below are a few recent highlights of our market development efforts for U.S. beef. Please contact us with questions or for additional information about the activities highlighted, Beef Checkoff Program support, or USMEF's marketing programs.

SAM'S CLUB CHILLED BEEF

Sam's Club is the largest retailer in China for chilled U.S. beef and USMEF partners with its individual outlets on promotions. USMEF also conducts training programs with Sam's Club staff to help them convey to consumers what makes U.S. beef a superior product. In 2024, USMEF held day-long training programs for meat department staff at 11 Sam's Club outlets, including its recently opened 50th outlet in Dongguan.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

APRIL 30TH | **BOARD MEETING:**
DETAILS TBA

TRADE IN MOROCCO

USMEF was among 50 ag companies and organizations that visited Morocco during a trade mission hosted by USDA. USMEF Africa Representatives and Director of Trade Analysis Jessica Spreitzer participated in the trade mission, with funding support provided by USDA's Regional Agricultural Promotion Program. Morocco is a major market for live cattle imports and though beef imports are minimal, Morocco was the sixth largest export market for U.S. beef livers in 2024.

SOURCE: USMEF