

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

BUZZ AT THE MHSA MEETING

The Montana High School Association held its Annual Meeting in Helena. Nearly 300 attendees, including superintendents, principals, athletic directors, and school trustees of all 182 member schools heard updates from the association, set policy, and visited exhibitors like MBC. This year MBC focused on sharing the Sports Nutrition Game Plan which features comprehensive nutrition resources for coaches, parents, and athletes to help fuel their success in the game and in the classroom. The popular Refueling Station was also on display to fuel the attendees and generate buzz for what coaches can expect at the state basketball tournaments that will take place March 11-14 in Missoula, Great Falls, Bozeman, and Billings.



BEEFING UP YF&R

From January 23-25, the Montana Farm Bureau Federation hosted nearly 75 young farmers and ranchers from across the state. Attendees had the opportunity to become BQA-certified through a special training hosted by Montana Beef Council and guest Curt Pate. The event also featured speakers, hands-on workshops, and a tour of Central Avenue Meats in Great Falls, rounding out a weekend of leadership in agriculture.



GALLATIN MEETING

On January 7th, the Gallatin Beef Producers held their annual business meeting in Three Forks with 55 producers in attendance. Following the educational program, the business meeting was conducted, and new officers were selected and approved. Plans were made for a summer producer event in June, along with finalizations for the upcoming banquet on Saturday, the 17th.



AN AUDIT UPDATE

This month's board meeting featured a presentation by MBC's auditor sharing the most recent audit with the full board for review and discussion. MBC is audited on an annual basis, and it is part of board member fiduciary responsibility to spend time reviewing the annual audit. There were no recommendations from the auditor.



- THE MONTANA BEEF DIRECTORY -



The Montana Beef Directory is a free tool that helps consumers find beef sold direct from producers. **Our goal is one listing in every county**, and we're still missing a few. Know someone who should be listed?

Counties still needed: Glacier, Granite, Hill, Liberty, Lincoln, Mineral, Musselshell, Petroleum, Powder River, Roosevelt, Teton, Treasure, Wheatland, and Wibaux.



- BEEF BRIEF -

DID YOU KNOW?

Did you know that six producer-led Checkoff Program Committees support all the great work funded by the Beef Checkoff? The 30-plus-member Research Committee is designed to advance research proving the nutritional and health benefits of beef. Learn all about this Checkoff Program Committee at BeefBoard.org.

SOURCE: CBB

MEAT DEMAND MONITOR

According to the December Meat Demand Monitor from Kansas State University, willingness-to-pay (WTP) increased on all evaluated retail products and five evaluated food service dinner meals in December compared to November. The beef projected market shares for December are 36% at the grocery store and 43% at the restaurant.

SOURCE: KSU/USCA

A NOTE FROM THE CHAIR

In early December, the officer team had the chance to attend the 2026 CattleFax Outlook and Strategies meeting, and I wanted to share a few takeaways as we start looking ahead to the year in front of us. Overall, the tone from CattleFax was cautiously optimistic. As we move into 2026, the cattle market is expected to remain fundamentally strong, even as prices ease from the record highs of 2025. The U.S. cow herd remains near cycle lows, and limited herd expansion should keep supplies tight and supportive of prices. Bottom line: 2026 may bring a little more volatility, but tight supplies, along with strong demand supported by the Beef Checkoff, should keep the cattle market on solid ground.

Ryan Moorhouse,
CBB Chair

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

The October Beef Export Stats were released earlier this month. US Beef Exports were 93,448 Metric Tons down, but the largest export month since June. October export value was \$760 Million, which was down 12% but also the highest-value month since June of last year. YTD January - October 2025 exports saw tonnage of 949,471 metric tons.

- Most of the YTD change is because of China, and without China, the results for the year would be down 3% in volume and down 1% in value.
- Japan had a very good month in October with volume growth of 17% at 19,734 Metric Tons. Product Mix originally destined for China, such as Short Plates, saw large growth in Japan. In addition, Beef Variety Meats such as Tongues, Outside Skirts, and Hanging Tenders saw increased growth in October to Japan.
- Other Markets that showed monthly growth in October included Taiwan (+40%), Canada (+30%), ASEAN (+7%), the Caribbean (+5%), Colombia, and Africa.
- Colombia saw a significant rebound from a year ago, when we had access restrictions due to HPAI in Dairy Cattle. Colombia exports totaled 594 metric tons in October versus 246 metric tons a year ago. USMEF continues to focus on regaining lost shares from 2025.
- While regaining US beef access to China continues to be a primary focus, we also continue to focus on market diversification and reciprocal trade deals in new markets such as the UK, Philippines, Indonesia, and other countries.
- Despite formidable market access challenges, global demand for US beef continues to be strong and increasing in key regions such as Japan, Central America, Colombia, and other developing regions.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

FEB
9TH



NEXT VIRTUAL BOARD
MEETING ON TEAMS

APR
14TH



NEXT IN-PERSON BOARD
MEETING IN BILLINGS