

Beef Bites

JULY

2021

- UPDATE FROM THE MONTANA BEEF COUNCIL -

STATE UPDATE

Montana Coaches Association Annual Conference



For the first time ever, MBC participated in the Montana Coaches Association annual conference. Although attendance was down, over 600 Montana high school sanctioned-sports coaches turned out and MBC shared valuable beef nutrition information and garnered attention for our new pilot project, **Build Your Base**, a comprehensive sports nutrition program for parents and coaches that utilizes beef as the premier protein.

Built with Beef

Over three days, MBC hosted nearly 250 Billings-area children from 1st-12th grade for a day of experiential learning. They rotated through three stations for hands-on learning featuring cooking with beef, beef nutrition and science as well as the history of cattle brands, designing their own brand and roping lessons. Attendees also received beef jerky trail mix and beef activity books to take home!



IN THE NEWS

"That was the best thing I've ever eaten!"

"Are you a real cowgirl?"

"Our chili was the best!"



Raising the Steaks Tour

Enhanced Irrigation Practices + Energy Conservation

Agency Partners = Improved Federal Lands + Grazing Opportunities

Responsible Logging = Improved Grassland

Animal Care + Caring Local Vets

2020 Montana Environmental

Voldseth Livestock

Watch on YouTube

mental Stewardship Award Winners

- ranching for tomorrow -

Tour attendees visited the Environmental Stewardship Award winning TG Ranch in Lennep where they learned about generations of sustainable livestock practices through collaborations with agency partners, best management practices and more. **VIDEO**

Federation Corner

There is something fulfilling about working together toward a common goal. No one person has all the best ideas, and even the most independent thinkers and doers need others to share the workload. Partnering with other beef councils, non-profit and commodity organizations, private businesses and even consumers effectively leverages Checkoff funding, creating higher returns on investment and more powerful results. Check out the Federation Annual Reports for years of examples of successful state-national partnerships.

[READ FEDERATION ANNUAL REPORTS](#)

MBC MEETING

September 22

Budget Committee Meeting | 4 pm

September 23

Project Funding Presentations | 8 am

September 24

Board Meeting | 8 am

[UPCOMING EVENTS](#)

International Corner

From the Desk of Dan Halstrom USMEF President and CEO

With economic recoveries beginning in numerous regions of the world, the beef checkoff is working hard to get U.S. beef on menus from the Caribbean to Beijing to Tbilisi.

Caribbean -- Economic recovery is underway in the region and USMEF is stepping up its educational and promotional work for U.S. red meat with the trade, retailers and restaurants.

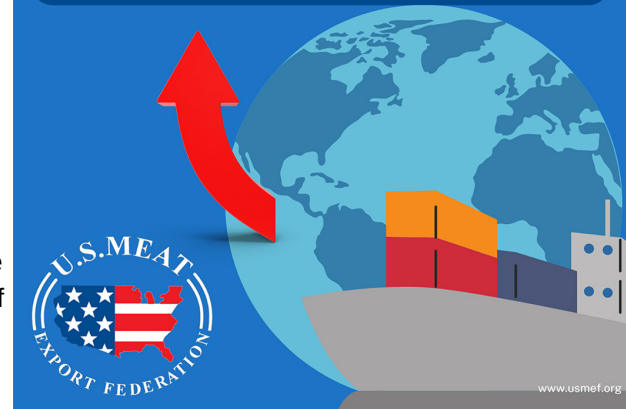
WATCH VIDEO

Training Sessions in Beijing Help Importers Promote U.S. Beef to Clients -- USMEF conducted a series of training sessions in Beijing with three major importers and distributors to help them educate current and potential customers about high-quality U.S. beef. The trainings were held over three days in Beijing and highlighted the value and availability of U.S. beef in the Chinese market.

Alternative Cuts Promoted to Georgia's HRI Sector -- With tourism picking up in Georgia's hotel, restaurant and institutional (HRI) sector, USMEF presented a U.S. beef cooking seminar for 35 chefs and restaurant managers in the capital city of Tbilisi. The seminar focused on alternative cuts of beef that can be developed into menu items for HRI and foodservice businesses. "As things return to normal, we expect tourism to ramp up very quickly. We are already seeing signs of a revival in hotels and restaurants," said Galina Kochubeeva, USMEF representative in Russia and the Surrounding Region.

U.S. Beef Featured at New Zealand's 'Smoke on the Coast' -- USMEF partnered with an importer and the New Zealand BBQ Alliance to promote U.S. beef at "Smoke on the Coast 2021," a barbecue competition held in Auckland. U.S. beef brisket was a featured item prepared by participants, with photos and descriptions of the final dishes reaching more than 230,000 people on Facebook and Instagram. As part of the 2021 competition, participants were required to cook between four and seven dishes for each cut over a 24-hour period and then present those dishes for judging. "These barbecue competitions have become very popular in New Zealand and it was a great opportunity to showcase U.S. beef in a highly competitive setting," said Sabrina Yin, USMEF director in the ASEAN region.

While May U.S. beef exports were expected to far exceed last year's low totals, export volume soared to a record **133,440 metric tons (mt)**, up 68% from a year ago, and value **increased 88% to \$904.3 million**. This was the third consecutive monthly value record for beef exports, which had never exceeded \$800 million before March 2021.



Checkoff History Class is Now in Session

There are a lot of famous quotes about history. A great one by Teddy Roosevelt says: The more you know about the past, the better prepared you are for the future.

Today, there's plenty of misinformation zooming around about the Beef Checkoff. To combat this, it's important to prepare yourself and know the "ins & outs" of your producer-led program. Equally important is why it is the way it is and what got us here to begin with.

One authority on the what, why and how of the Beef Checkoff is Wayne Watkinson, legal counsel for the CBB. Watkinson was instrumental in creating the country's Checkoff programs. He helped draft the legislation that created the Beef Checkoff and has deep knowledge about the program's rocky road to adoption.

Check out Wayne Watkinson's "[History of the Beef Checkoff VIDEO](#)", a new CBB presentation that just may fill in some blanks when it comes to your Checkoff knowledge.