

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

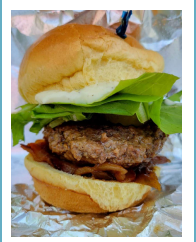
SUMMER IN SAN DIEGO

The Summer Business Meeting was held in San Diego, CA on July 24-26. Wes Jensen attended as a Federation Rep. for MBC, along with Andy Kellom as the NCBA Region 5 Vice President. This summer meeting had the highest attendance with a mix of updates, education and networking for cattlemen and women across the country. Montana's three Cattlemen's Beef Board representatives—Katie Cooper, Turk Stovall and Ben Peterson—all attended as well. Katie Cooper will again serve on the BPOC in September.



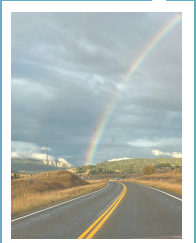
BURGER BONANZA

On July 9, The Billings Depot and Magic City's Best partnered with MBC to bring the first-ever Burger Bonanza to town! The overall winner of the competition was Copper Onion Bistro and received a ticket to compete nationally at the World Food Championship. The People's Choice winner was a local food truck called Pink Patties.



BQA ON THE ROAD

This month AI has conducted Beef Quality Assurance trainings in Big Timber, Shelby, and Toston. Interest in BQA has picked up and ranchers are working to ensure they implement best management practices on their operations. Way to go, AI!



BIG SKY FAIR FUN

July 19-23 was full of festivities as MBC returned to the Big Sky Country State Fair in Bozeman. Sponsoring Haynes Pavilion, MBC brought children's workshops, 3-D ag-ed displays, and barnyard races to the fair along with help from All Creatures Petting Zoo. Chaley, Sue, AI, and Anna taught line dances, played beef bingo, and tossed plenty of loops!



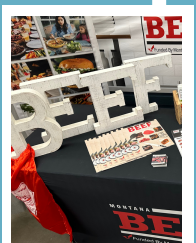
BEEF BOARD BUSINESS

Don't forget to mark your calendars for Cattlemen's Beef Board webinars:

- o Thursday, August 10, 11:00 AM (MT)
- o Thursday, August 17, 11:00 AM (MT)
- o Thursday, August 24, 11:00 AM (MT)
- o Thursday, August 31, 11:00 AM (MT)

COACHES' CLINIC

MBC participated in the annual Montana Coaches Association Conference again in Great Falls, which brings together nearly 700 Montana high school sanctioned sports coaches. Anna Sponheim greeted attendees with a booth centered around the power of protein, sharing benefits of beef in an active lifestyle and Team Beef information.



- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

We had great discussions about demand-building during the cattle industry's summer business meeting and it is clear that global markets are a priority. On the heels of a record year for exports, global demand for U.S. beef remains solid even with the decline in production. USMEF, a contractor to the Beef Checkoff, was pleased to update the International Marketing Committee on the progress of a global strategy focused on building demand for beef variety meat items and underutilized cuts, with a specific focus on the round primal. Below are a few examples of how we are promoting these items through educational and promotional activities.

USMEF appreciates your support of international market development programs. Please contact us with questions or for additional information about the activities highlighted below or USMEF marketing programs.

USMEF IN SHANGHAI

An eye-catching location and expanded pavilion with spacious public reception areas, private meeting spaces, meat sample displays and a separate cooking area for product tastings were among the pieces in place to ensure a prominent presence for the U.S. red meat industry at SIAL China in Shanghai. Twelve members joined the USMEF Pavilion at the show, which hosted more than 175,000 attendees from 67 countries during the three-day event. These elements promoted grain-fed U.S. beef and pork as top quality. (See photo to the right).



LATIN USMEF SHOWCASE

Buyers from Central and South America and the Caribbean met with U.S. red meat suppliers in Cartagena, Colombia, this month during the 11th edition of the USMEF Latin American Product Showcase. With 70 U.S. exporting companies exhibiting at the showcase, 220 importers had the opportunity to meet U.S. suppliers and arrange purchases of a wide range of U.S. red meat products. The value and versatility of underutilized beef, pork and lamb cuts were a focus of the educational activities during the showcase.

RED MEAT AMBASSADORS

USMEF efforts to expand industry outreach and grow the number of U.S. beef cuts available in Peru and Chile continue with the help of a program that trains recruits on quality attributes of U.S. red meat. These recruits then become ambassadors who are provided resources and guidance on communicating the quality and versatility of U.S. red meat in social media.

A VISIT TO WISCONSIN

As sales recover slowly from the pandemic in Japan's foodservice sector, buyers are seeking new ideas to cap rising input costs. A key USMEF marketing strategy this year is to promote a range of economical options to buyers, such as underutilized cuts of beef and in some cases, beef from dairy cattle. USMEF's Tokyo office led a team of foodservice buyers to Wisconsin to examine dairy cattle production and learn about dairy beef quality.

BEEF-ORE YOU LEAVE:



**AUG.
29-30**

PROJECT FUNDING
REQUEST PRESENTATIONS



**AUG.
31**

BOARD MEETING