

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -



SUMMER BUSINESS WITH THE CHECKOFF

The Summer Business Meeting gathered Checkoff attendees from across the country to dive into the results and future program plans for the national portion of our Beef Checkoff dollar. Three Montana Federation Directors—Corey Schultz, Justin Iverson, and Charlie Hollebeck—were elected to attend, along with Andy Kellom as a National Cattlemen's Beef Association region vice president. They joined our Cattlemen's Beef Board representatives from across the country in committee meetings to provide guidance to the national contractors as they developed programming for the next fiscal year.

In addition to Beef Checkoff program updates, meeting presentations also consisted of the results from the latest return on investment (ROI) study. Three well-known experts—Dr. Harry Kaiser, Dr. Nevil Speer, and Randy Blach—participated in a panel discussion about the beneficial impacts of the Beef Checkoff, examining it from both a statistical economic analysis and a consumer demand-driving perspective. The ROI study shows a \$13.41 incremental financial benefit to producers and importers for every national dollar invested.

Next steps for the national contractors include revising their plans based on committee feedback, then they will review them again during a webinar series and finally present the to the Beef Promotion Operating Committee (BPOC) on September 4-5, 2024. Andy Kellom will be there in-person, but this meeting will have a virtual option for those who would like to see how the BPOC funds FY25 programming.

TEAM BEEF MONTANA ALWAYS GROWING

Team Beef membership is always on the rise, and this year is no exception as athletes continue to sign up! In 2024, 16 new members have laced up their running shoes to join. Know a runner who should wear the beef jersey? Go to our website to sign up!

A CALL FOR CULLS: FIGHT HUNGER IN MT

Donate culled cattle to help the Producer Partnership fight hunger across the state. Know someone who can help? Visit www.producerpartnership.com/donate-livestock or call 406 220-7223 for information.

USCA MEETING

Chaley Harney and Al Koenig attended the U.S. Cattlemen's Association summer business meeting in Billings where many of their members from across the country gathered to hear presentations highlighting competitive markets, international beef trade, beginning farmer and rancher program, taxes, livestock risk protection program, and labor challenges all under the general theme of producer profitability. This meeting was hosted in a collaborative spirit with partners from Livestock Marketing Association, Montana Farmers Union and Montana Stockgrowers Association.



BQA NUMBERS

We're halfway through 2024! Al Koenig has let us in on an update from Beef Quality Assurance for this year: "For fiscal year 2024 (Q4 '23 through Q3 '24) we have issued 574 new BQA Certifications through July 26th. Our total number of producers currently certified in Montana is 1628." Of course, we expect this number to rise as the year wraps up, but it's great to see so many being certified to ensure beef is being raised safely.



- THE MBC TIME MACHINE -



Step back in time with us to 1959! This article featured Montana ranchers' contributions to the New York Yankees: "Montana's three top cattle industry groups, the MSGA, the Montana Beef Council, and the Montana Livestock Markets Association, recognized the unbelievable plight of the cellar-dwelling New York Yankees. The groups sent 50 choice breakfast BEEF STEAKS to the Yankees with the idea that the state's three organizations have kept Montana Beef in first place for many years and can do the same for Casey Stengel's Yankees."



- BEEF BRIEF -

BEEF IN THE NEWS

A study is showing that each dollar sent to the Beef Checkoff returns a value of \$13.41 to beef farmers and ranchers. This economic analysis took a peek at the positive impact and demand for beef in 2019-2023. Check the full article: southwestledger.news/news/study-shows-each-beef-checkoff-dollar-returns-1341-producers **(Source: CBB)**

DID YOU KNOW...

...the Beef Checkoff's most important days of the year happen in September? That's when the Beef Promotion Operating Committee (BPOC) convenes to determine Checkoff project work for the coming fiscal year. One of the most powerful groups in the beef industry, the all-volunteer BPOC has equal state/national representation.

THE TRUTH ON MEETINGS

Although the entire 99-member CBB Board meets twice a year, the Executive Committee and the Budget & Audit Committee meet regularly to oversee the day-to-day administration of the CBB and oversee annual revenue and audits to ensure accountability. As a result, the Cattlemen's Beef Board is working 365 days to drive demand for beef!

TAKING OVER A CLASS

On August 7, 2024, the Beef Checkoff will take over the Penn State Butcher Apprenticeship Program with a focus on beef carcass breakdown and cutting skills. The NEBPI team will lead sessions on beef demand, Checkoff resources, and the versatility of beef cuts. This event offers valuable insights into beef marketing and preparation for future food professionals.

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

Here are a few recent examples of the industry's market development efforts for U.S. beef, beginning with USMEF's inaugural U.S. Red Meat Symposium in Mexico City. The symposium and the demand-building programs that follow would not be possible without the support of the Beef Checkoff Program.

JAPAN, MEXICO, & TAIWAN

May beef exports totaled 110,133 metric tons (mt), down 5% from a year ago but the second largest of 2024. Beef export value reached \$902.4 million in May, 3% above last year. Exports trended higher year-over-year to Japan, Mexico, the ASEAN Region, the Middle East, the Caribbean and Central America. May export value was also higher for Taiwan.

BEEF-ORE YOU LEAVE:

AUGUST 21-23 | **BOARD MEETING AT THE OFFICE IN BILLINGS**

CHEFS TRAINING CHEFS

USMEF's Mexico-based Corporate Chef Germán Navarrete recently led training sessions for chefs and culinary students in the United Arab Emirates, Bahrain, Kuwait and Saudi Arabia. Chef Navarrete demonstrated how grain-fed U.S. beef provides a premium flavor profile, even for more affordable, underutilized cuts.