

# Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

## SUMMER UPDATE IN SAN DIEGO

Andy Kellom, Corey Schultz, Justin Iverson, and Chaley Harney attended the Cattle Industry Summer Business meeting where they participated in joint checkoff committee meetings to guide the direction of national beef checkoff contractors and hear updates on national and international beef demand driving efforts. Among the presentations, CattleFax shared a summary of their outlook:

- Retail meat prices will increase in 2025, led by beef; some demand erosion expected.
- The global consumer is willing to pay for quality, too! Export value/head was \$440/head in 2024.
- 50% of U.S. consumption is ground beef, imports will help fill-in for the lack of domestic supply.
- Cattle supply will be tight from 2025-2027, risk of losing some packing capacity.
- Total protein supply per capita will remain very adequate in the next 2-3 years.
- Cattle cycle is typically 10-11 years in length. The lingering question is when will prices peak?
- All the beef demand growth in the last 20 years has been driven by choice or higher demand.
- Tariff risk will keep the markets volatile and difficult to forecast.
- Keep in mind, the U.S. exports 17-18 billion pounds of beef, pork, chicken, and turkey each year with an annual value of \$24 billion.



## MAES IN SIDNEY

The Summer 2025 Montana Agricultural Experiment Station (MAES) Advisory Council meeting was held July 6-7 in Sidney. The group played a key role in guiding research priorities at Montana's ag research centers, helping ensure alignment with statewide ag needs and industry partners like MSGA, MGGA, and MWGA. Members served five-year terms and represented local centers, academic departments, and key ag organizations. Three meetings were held annually: fall, winter, and summer.



## BEEF CUTOUT BUZZ

Hundreds of agricultural extension agents convened in Billings for their annual meeting, which included trainings, networking, education, Montana tours, and more. MBC sponsored lanyards for all attendees, plus a booth in the tradeshow that featured the tabletop educational beef carcass cutout. This provided a great conversation piece with the agents as many were interested in purchasing one for their state or shared stories of similar displays they had built.



## BEEF BOARDROOM

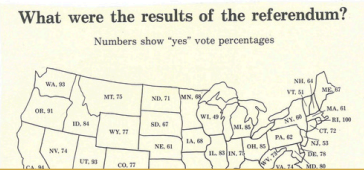
The Board met virtually this month to discuss regular business and hear updates from one of our partners, the Montana High School Association (MHSA), where Beef is the Preferred Protein of the MHSA and we share beef's powerful nutrition message with student-athletes across the state. This marks the board's third digital meeting, and the next is scheduled for August 6th.



## - THE MBC TIME MACHINE -



In an article by the Associated Press from 1988, results of the referendum showed that "cattle producers have voted by almost 4 to 1 in favor of continuing a \$1 per head assessment to finance a national beef promotion and research program. The vote was held May 10 and the results were counted by states and fed into USDA for final tabulation. Montana's cattle producers voted heavily in favor of the program, but not quite as heavily as the nationwide average."



## - BEEF BRIEF -

### A MOMENT FOR MEAT

In late June, the Beef Checkoff-funded Meat Demand Monitor was featured in Beef magazine. Dr. Tonsor highlighted the upward trend in the number of individuals who self-identify as meat consumers—rather than vegetarians or vegans—as tracked by the Meat Demand Monitor.

SOURCE: CBB

### ABOUT THE CHECKOFF

Some of the Beef Checkoff's most important work happens in September, when the Beef Promotion Operating Committee (BPOC) meets to decide on project funding for the year ahead. Made up of 10 members from the CBB and 10 from the Federation, the BPOC will meet Sept. 3-4 in Denver to review proposals from nine potential contractors.

SOURCE: CBB

### A NOTE FROM THE CHAIR

We're fresh off the heels of the Summer Business Meeting, and what a meeting it was! I hope you had the chance to sit in on the Checkoff Highlights Session and Program Committee meetings to hear updates on current programming and what's ahead. Be sure to tune in to the AR Insights Webinar Series, where contractors will share how they've updated their ARs based on your feedback.

We also saw the official rollout of the updated Beef Industry Long Range Plan, and a true standout moment was the presentation of the 2025 Visionary Award to Anne Ilse Anderson of Texas. Congratulations, Anne!

Thank you for your hard work, thoughtful questions, and continued dedication. Let's keep that momentum going.

— Ryan Moorhouse  
CBB Chair

SOURCE: CBB

## - INTERNATIONAL CORNER -

### TRADE TENSIONS

May exports of U.S. beef declined sharply, driven by a steep drop in shipments to China. While a temporary tariff reduction was announced on May 14, China's rate for U.S. beef still stands at 32%, and many beef plants remain ineligible due to facility registrations. USMEF President Dan Halstrom emphasizes the need for progress in trade negotiations, warning that tariffs could spike again in August.

SOURCE: USMEF

### BEEF EXPORT VOLUME

May beef exports totaled 97,266 metric tons—down 12% from last year and the lowest monthly volume since 2019. Export value fell 11.5% to \$798.7 million, the lowest in 18 months. However, exports rose year-over-year to Central and South America, the Dominican Republic, the UAE, and Africa.

SOURCE: USMEF

### BEEF-ORE YOU LEAVE:

**AUGUST 6TH** — **NEXT VIRTUAL BOARD MEETING ON TEAMS**  
**AUGUST 28-29TH** — **IN-PERSON BOARD MEETING IN BILLINGS**

### SOUTH KOREA DEMAND

South Korea was a bright spot in May, with the largest monthly volume in more than two years and the highest value in nearly three. Despite global headwinds, demand for U.S. beef remains strong in key markets. For January through May, total exports were down 5% in volume and 3% in value, reaching 508,293 mt and \$4.15 billion, respectively.

SOURCE: USMEF