

BEEF BITES

- UPDATE FROM THE MONTANA BEEF COUNCIL -

JULY

2026



ON THE 'Q CIRCUIT

Sue Broyles donned her Certified BBQ Judge pin and headed to Dillon for some BBQ tasting. The event hosted nearly 30 teams from all over for the Fourth of July weekend event with many lucky consumers on hand to taste the smokey results.



TEAM OF THE MONTH

One activation of the partnership with the Montana High School Association (MHSA) is that MBC received statewide brand exposure as the Presenting Sponsor of the MHSA Team of the Month program, recognizing outstanding high school teams for athletic achievement, academic success, and community involvement throughout the school year. This includes recognition of four winning teams each month representing MHSA classifications AA, A, B, and C. The MBC branding as the Preferred Protein of the MHSA is featured on the MHSA website, nomination materials, and winner announcements via email and social media. Each winning team also receives a commemorative plaque with the same custom branding to display in their schools.



SUMMER BEEF MEET

Justin Iverson, Pam Bilyeu, Charlie Hollenbeck, and Chaley Harney traveled to Denver for the Summer Business Meeting where they experienced the new committee structure in action. The meeting included status updates from all national contractors, as well as a preview of next year's plans. Each Federation Director sits on a different committee and helps shape the upcoming proposals by asking questions and providing feedback directly to the national contractors. Scoring on each proposal is then compiled and will be shared with the Beef Promotion Operating Committee to help the 20-member board (including **Justin Iverson**) make their final funding decisions in September. Along with updates, there were educational sessions, networking with cattle producers from across the country, and a joint dinner with the Wyoming Beef Council.

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COLUMBIAN SERIES

In a rich culinary landscape featuring unique regional preferences, USMEF has developed a new branding initiative in Colombia that celebrates its culinary traditions while highlighting how high-quality U.S. red meat can enhance local dishes. USMEF kicked off the branding initiative with a documentary series that transports audiences through six different regions in Colombia. The six-part series, called Extranjeramente Criollo –which roughly translates to “foreign yet native” – also demonstrates how U.S. beef and pork can be integrated into these regional cuisines.

“The series was developed to grow awareness and interest in U.S. beef and U.S. pork among the trade, but especially with consumers,” says USMEF Colombia Representative María Ruiz. “Each episode focuses on a different region and how U.S. red meat can be authentically incorporated into that region's local recipes.”

Source: USMEF, a Beef Checkoff Contractor

FROM THE ARCHIVES

MBC Minutes from September 1990 reflect on a report from the Great Centennial Cattle Drive. Several MBC Board Members participated in the commemorative event and MBC hosted a booth serving beef fondue at MetraPark during the festivities at the end of the Cattle Drive in Billings. In addition, a commercial was aired for three weeks in the Billings area.



MONTHLY MEET UP

This month's board meeting featured a presentation by a fellow commodity Checkoff in our state, the Montana Pulse Crop Committee. Board members learned about their structure, operation, and strategies to support and promote Montana growers and their products locally and internationally.



BEEF + FITNESS

U.S. beef captured the spotlight at one of Taiwan's leading women-focused fitness and wellness events in Taipei. Under a booth theme of “Strong is beautiful, powered by U.S. beef,” USMEF combined nutritional messaging, digital participation, social sharing and chef-prepared tasting to connect U.S. beef with post-workout nutrition in an approachable way.

“The event was a natural opportunity to incorporate U.S. beef into conversations around high-protein diets, protein intake, recovery, and balanced nutrition,” says USMEF Senior Marketing Manager Alex Sun. “We set up a fun, engaging experience about fitness personality types and nutritional benefits of U.S. beef.”

Source: USMEF, a Beef Checkoff Contractor

BEEF-ORE YOU LEAVE:



**AUG.
19-20**

**IN-PERSON
BOARD MEETING**