

Beef Bites

JUNE

2021

- UPDATE FROM THE MONTANA BEEF COUNCIL -

STATE UPDATE

A Few June Activities...

- ✓ Montana CattleWomen's Midyear Meeting
- ✓ Cattlemen's Ball & Pasture to Plate Tour
- ✓ Sustainability Panel Interview for Cattlemen to Cattlemen
- ✓ Montana Farm Bureau Federation Midyear Meeting
- ✓ Montana Stockgrowers Association Midyear Meeting
- ✓ Montana BBQ Cook-off
- ✓ Project Funding Request notification and distribution
- ✓ Montana School Nutrition Association Conference

BEEF



Chaley Harney, along with three other guests discussed sustainability in an interview for an upcoming Cattlemen to Cattlemen episode for RFD TV. Check out more discussion and videos to share by visiting MBC's YouTube channel [HERE](#).

It was a big time in a little town for the Montana BBQ Cook-off! Nearly 30 teams competed with their best brisket recipe and many shared their tasty samples with the crowds as well, then sold out! Between the smokers and the sunshine it was a toasty day in Absarokee, but that did not keep the crowds away.

Federation Corner

MBC prioritized our investment towards PROMOTION activities. Under that program area, the SUMMER GRILLING campaign is in full swing!

• **Summer Grilling Campaign Marketing Results** 5/24/21-6/6/21

16 million impressions | 2.7 million video views | 25,936 clicks | 9,201 social engagements | 1.7 million audio ad listens

• **National Beef Burger Day Marketing Results** (May 28-kickoff to Summer Grilling)

2 million impressions | 2,665 clicks | 2,853 social engagements

• **Beef Burger Battle Chef Influencers:** Five chefs took on the challenge to develop their take on the classic beef burger. Participating chefs showcased their tastiest and most innovative beef burger recipe on social media. Chef Esther Choi's Korean-inspired Kimchi Bacon Jam Burger was the winner. The campaign posted May 19-28.

36,945 organic reach | 5,275 organic engagement | 598,551 paid reach | 1,180 paid engagement



International Corner

USMEF Spring Conference Report by Heather Fryer, USMEF Delegate, MBC

Key takeaway: 2020 Meat Exports Valued at \$7.65 billion dollars & 1.25 million metric tons of U.S. meat exported.

Representing a wide range of agricultural sectors, members of the U.S. Meat Export Federation (USMEF) gathered in a virtual format for the federation's annual Spring Conference, held May 26-27. I'd be very interested in attending a conference in person.

Our leading pork market – China – was down significantly, yet pork exports still set new volume and value records. The leading beef market – Japan – was also down, but beef exports set a new value record and beef muscle cut volume was the largest ever.

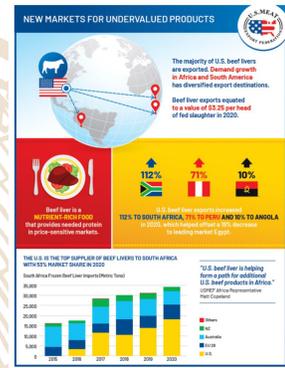
2021 promises to be an outstanding year for red meat exports, but the industry continues to face shipping delays and other logistical challenges.

"As optimistic as this report is, it could have been better," Halstrom explained. "Port congestion, shortages of refrigerated containers, a shortage of chassis to move those containers, increasing freight rates and delays in ocean shipments continue to be a major constraint. Not only is this a constraint on shipments, the U.S. may run the risk of jeopardizing our longstanding reputation as a reliable global supplier of U.S. beef and pork."

Halstrom said USMEF is working with industry partners to create greater awareness of these challenges among federal regulators and to propose solutions to improve the flow of outbound cargo. Read more about beef promotion by [USMEF HERE](#).

In an interview earlier this month on NCBA's Cattleman to Cattleman, President and CEO Dan Halstrom and host Kevin Ochsner discuss key export markets for U.S. beef. The segment begins with a video about USMEF's global culinary program. [WATCH HERE](#).

New Markets for Undervalued Products: As illustrated in the infographic above, demand growth in Africa and South America is diversifying export destinations for beef lovers. Click the picture to see full size.



Sizzling Summer Grilling Campaign

In a nationwide coordinated effort, the summer grilling campaign is underway! Consumers can view local recipe features from across the country, get to know producers and learn more about sustainable practices. Check it out [HERE](#).



Through MBC's partnership with Montana Television Network, KTVQ2 viewers will be treated every Monday and Friday to the Summer Grilling Forecast! This is airing from Memorial Day to Labor Day. Watch the clip [HERE](#).

MBC MEETING

- September 22**
Budget Committee Meeting | 4 pm
- September 23**
Project Funding Presentations | 8 am
- September 24**
Board Meeting | 8 am

UPCOMING EVENTS

National Spotlight

While the Beef Checkoff was created under the Beef Promotion & Research Act, part of the 1985 Farm Bill, it didn't take effect until 1986, when the Beef Promotion & Research Order was issued, and collection of the Checkoff dollar began. This year marks the Checkoff's 35th anniversary. In a mere three and a half decades, it has covered a lot of ground to help keep beef the protein of choice among consumers, creating a breadth and depth of work worth noting, including these highlights:

- 1987: Launch of the award-winning "Beef: Real Food for Real People" ad campaign
- 1994: Following a beef-linked E. coli outbreak, research with packing plants and food safety experts helps develop new spray washes to reduce pathogens and prevent future contamination
- 2000: Launch of TV ads featuring Aaron Copland's "Hoe-Down" and actor Sam Elliot's voice highlight prepared beef items and increase sales by 131%

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