

JUNE

2023

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

Beef Crew On The Road

*Raising
the
Steaks Tour*

MBC staff traveled all over this month for a variety of events as summer gets into full swing. And beef was on the menu everywhere!

- June 1-9: Young Cattlemen's Conference, Denver to D.C.
- June 2-3: MT CattleWomen's Midyear, Ennis
- June 5-7: MT Farm Bureau Midyear, Bozeman
- June 9: Chamber Ag Tour, Billings
- June 9-10: Montana BBQ Cook-off, Absarokee
- June 13-15: MT Stockgrowers Midyear, Havre
- June 20-21: Raising the Steaks Tour, Helmville
- June 23: Tacos & Tequila, Billings



*BEEF aprons
at the KidsQue*

*1,264 Tacos
+
55 Gallons of
Margaritas*



King of the Brisket



International Corner

From the Desk of Dan Halstrom, USMEF President & CEO
Contractor to the Beef Checkoff

The beef industry received some good news last week as the Pacific Maritime Association and the International Longshore and Warehouse Union announced a tentative agreement on a six-year port labor contract. The agreement will restore stability and confidence in the performance of the West Coast ports and is especially good news for exporters shipping chilled (never frozen) beef to destinations such as South Korea, Japan, Taiwan and China.

A few marketing initiatives are highlighted below but I would like to call special attention to the USMEF Latin American Product Showcase, a flagship event taking place in July.

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.

Buyers and Exporters Preparing for USMEF Latin American Product Showcase:

The 2023 USMEF Latin American Product Showcase will be held July 12-13 in Cartagena, Colombia. This is the 11th edition of this go-to event that connects exporters of U.S. beef, pork and lamb with buyers from Central America, South America and the Caribbean.



Following pandemic-related postponements, the showcase came roaring back in 2021 with an impressive turnout in San Jose, Costa Rica, attracting 130 buyers from 21 countries, along with more than 50 U.S. exhibitors. This year's event quickly sold out.

U.S. Beef Sustainability, Alternative Cuts Highlighted at Consumer Festival in Taiwan:

U.S. beef held a featured role at the 2023 Vogue Picnic in Taipei, one of Taiwan's largest outdoor events. The festival attracted an estimated 30,000, mostly young consumers. Sustainability, an issue of increasing importance among younger demographics in Taiwan, was a central message for the U.S. beef industry while USMEF featured samples of popular, traditional dishes with U.S. beef cuts such as the beef knuckle and the outside round flat. More than 20,000 consumers participated in U.S. beef activities and more than 3,000 samples were served. A public relations and social media campaign was implemented prior to and during the festival, resulting in coverage by 18 media outlets and social media engagement of 1,845,696.



New Opportunities Developing for U.S. Beef in China's Foodservice Sector: As consumer spending rallies from extended pandemic restrictions in China, the foodservice sector is rebounding and importers are working aggressively with restaurant customers to meet changing demand. The pursuit of fresh ideas is creating new opportunities for high-quality, grain-fed U.S. beef in a sector that is accustomed to lean, grass-fed beef from South America and Oceania. USMEF partnered with a key importer to conduct training on specific U.S. beef cuts for one of its customers, a hot pot chain with more than 150 outlets in top tier cities. The CEO of the restaurant chain joined its research and development and quality control teams for the seminar, led by USMEF China Director Polly Zhao.

"We are working closely with key players in the supply chain to increase awareness and knowledge about U.S. beef. The partnerships we develop with importers give us a voice with their end-users, which enables us to help shape purchasing plans," says Zhao.

Next Board Meeting: August 30-31, Billings