

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

MAGIC CITY'S BEST: WITH BEEF

On June 14, twelve of Billings' top restaurants competed for a coveted spot at the National Food Championships in Indianapolis. Eleven of the twelve contenders showcased beef dishes to the voting public. After an evening filled with outstanding food and live music in a festive, block party-style setting in downtown Billings, longtime Montana Beef Council partner and chef Stephen Hindman of Stacked was crowned the winner.



DAY AT RED BLUFF

MSU Extension hosted a hands-on field day at the Red Bluff Research Ranch, bringing together specialists, researchers, and students. Attendees gained practical insights on land and livestock management and explored current rangeland science research. Topics included integrated cheatgrass control, post-fire population trends, soil water use for forage, grass ID, drone-based mapping, forage estimates, and winter nutrition.



CHAT WITH COOKS

MBC went to the Montana School Nutrition Association Conference July 23-25th in Great Falls to chat with school cooks from across the state. Guests were excited to hear about our Back to School with Beef program to highlight beef meals as well as learn about the School Beef Resource Guide. Jenny Stovall joined us to hand out BeefFit snack packs which was a huge success!



FARM BUREAU

The 2025 Montana Farm Bureau Summer Conference, held June 9-11 at Fairmont Hot Springs, offered ag tours, committee and advisory meetings, entertainment, golf, and more. It was a valuable opportunity to engage in Montana agriculture and its future while enjoying a fun, scenic setting.



- THE MBC TIME MACHINE -



Step back in time with us to 1959! This report lists the promotional projects of the Montana Beef Council and those who were serving on the board at the time. Officers included Joe Blazek (Glasgow), Ralph Huntley (Wisdom), Ralph Miracle (Helena), and Robin MacNab (Bozeman). Highlighted projects included distributing recipe booklets, working with Home Economics teachers, providing matchbooks for Northwest Air dinners, and giving out windshield and envelope stickers at tourist information booths.

OFFICER	DATE	RECEIPTS	EXPENSES	BALANCE
JOE BLAZEK	11/20/59			
RALPH HUNTLEY	12/15/59	\$22,519.03	\$2,116.08	\$106.84
RALPH MIRACLE	3/12/60	29,047.66	2,533.13	259.76
ROBIN MACNAB	4/10/60	25,899.43	1,810.10	140.31
	5/12/60			139.25
	5/12/60	18,109.89	1,124.00	615.41

- BEEF BRIEF -

DID YOU KNOW?

Did you know that per the bylaws, notice of all upcoming meetings for the Cattlemen's Beef Board, together with a written agenda, must be posted 20 days prior to the date of those meetings? These notices are available on DrivingDemandForBeef.com under the Meeting Center.

SOURCE: CBB

MAY MEAT DEMAND

Willingness-to-pay (WTP) decreased on six evaluated retail products in May compared to April. WTP also decreased on seven evaluated food service dinner meals in May. Beef's projected market share for May is 33% at the grocery store and 41% at restaurants. Full report can be found online.

SOURCE: USCA

A NOTE FROM THE CEO

Over the last few months (and continuing in the coming months), the officers and I have been traveling and attending a variety of meetings around the country. Some of us will gather in San Diego in a few weeks. Use those meetings as a resource to learn more about the programs and to get answers to questions that even you may have. Be prepared to leave the summer meetings as a "Checkoff Expert" and share that knowledge wherever you can with other producers. As always, I urge you to get out there and speak at local events or meetings. One thing that's certain is that all beef producers, no matter which group they represent, have a stake in the Checkoff, and the more they understand the program, the more they support it.

Thank you all,
Greg Hanes, CBB CEO

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

I look forward to seeing many of you at the Cattle Industry Summer Business Meeting in San Diego, where we'll have opportunities to talk about trade uncertainties and the resilience in global demand for our beef. In the meantime, to the right are a few recent highlights of USMEF's market development efforts for U.S. beef.

BEEF IN THE CARIBBEAN

A team of chefs from upscale restaurants and resort properties in Latin America was in the U.S. recently to study U.S. production practices and learn more about the range of cuts, versatility and quality attributes of U.S. beef and pork. The training program is part of a USMEF initiative in the region that delivers a uniform training program for chefs that differentiates U.S. beef and pork from competitive proteins in Colombia, Peru, Chile, Central America and the Caribbean.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

JULY 14TH — NEXT VIRTUAL BOARD MEETING ON TEAMS
AUGUST 27-29TH — BOARD MEETING AT THE OFFICE IN BILLINGS

JAPANESE IMPORTERS

A team of buyers from major Japanese beef importers visited the U.S. recently to learn about U.S. beef production practices. The team, comprised of female buyers, visited USMEF headquarters in Denver before getting an in-depth view of beef production in Kansas and Idaho. In between plant visits, team members visited a feedlot in Idaho and met with T.K. Kuwahara of Idaho Beef Council, Jackie Madill of Washington State Beef Commission and Will Wise of Oregon Beef Council.

SOURCE: USMEF