

BEEF BITES

- UPDATE FROM THE MONTANA BEEF COUNCIL -

JUNE

2026



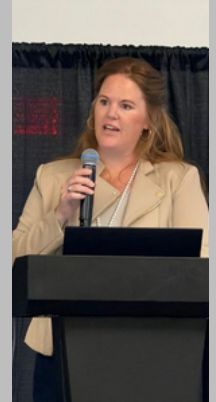
BEST MANAGEMENT PRACTICES

In early June, Montana Beef Quality Assurance Coordinator **Al Koenig** was invited to hold a Beef



Quality Assurance training workshop on Rocky Boy's Reservation in north central Montana, where 20 cattle producers expanded their animal husbandry knowledge, practiced proven production techniques, and discussed emerging technologies in the beef industry. Great conversations were had inside as the rain poured outside, refreshing and renewing the pastures while producers renewed their BQA certificates. Special thanks go out to Leon LaSalle for coordinating and to Stone Child College for being such wonderful hosts as well!

LUNCHROOM LESSONS



Nearly 300 school foodservice professionals gathered in Billings to learn, grow, honor, network, and see some of the latest offerings in the tradeshow. **Sue Broyles and Chaley Harney** hosted a booth and signed up over 50 of the schools for Back to School with Beef where they committed that they will feature and promote beef on their lunch menus this fall. These valuable relationships keep beef top-of-mind, especially with an increase in local beef in schools and foodservice professionals in need of resources and recipes. **Chaley Harney** was asked to present on a panel about beef-to-school efforts and shared her personal experience of getting beef donations for her local community of Shepherd.

This annual conference has provided a great network and learning experience for **MBC staff** to connect new ways for beef promotion and education from the lunchroom, to backpack programs, to pantry programs.

I RUN FOR BEEF

This month marks a new milestone for MBC as we now have 100 beef-loving fitness enthusiasts that are lacing up year-round to advocate for beef in a healthy lifestyle as one of our Team Beef Montana ambassadors.

Our athletes range in competitions as much as careers: from bankers, to newspaper editors, to doctors, and veterinarians competing in 50-mile endurance races, half marathons, spartan races, and 5ks. They all agree, beef is fuel for the finish!



MONTHLY MEET UP

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

- BEEF BITES -

CHANGING IT UP A BIT

The upcoming Cattle Industry Summer Business meeting will be attended by **Justin Iverson, Charlie Hollenbeck, Pam Bilyeu, and Chaley Harney**, representing Montana on the Federation of State Beef Councils.



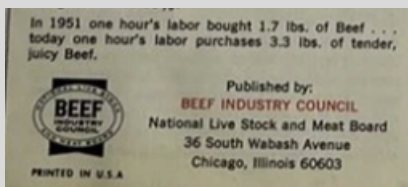
This meeting will feature the updated committee structure and national contractor authorization requests that are designed to create a more streamlined and strategic review process while ensuring committee members have meaningful opportunities to engage with proposed Checkoff-funded programs.

This year, full authorization requests will be presented by budget category committee structure, allowing committee members to evaluate proposals with a broader understanding of program priorities, strategic alignment, and anticipated outcomes. This updated approach supports a more consistent review process and encourages thoughtful discussion across program areas.

Committee members play an important role in reviewing proposals, asking questions, providing feedback, and helping ensure Checkoff investments align with industry priorities and deliver measurable value.

FROM THE ARCHIVES

This vintage brochure highlights that in 1951, one hour's labor bought 1.7 pounds of beef.



Today, based on CattleFax data, we can compare that it takes about 12 minutes of labor to purchase 1 pound of beef.

CBB APPOINTMENTS

The U.S. Department of Agriculture announced the appointment of 42 members to serve on the Cattlemen's Beef Promotion and Research Board. **Ben Peterson** of Judith Gap was not reappointed but we are grateful for his service representing Montana's producers. Thank you, Ben!



Connie Ahlgren of Grass Range was appointed and will represent Montana along with **Verna Billedeaux** of Browning (appointed in 2024).



BEEF UP THE WORLD

U.S. beef recently regained duty-free access to the United Kingdom (UK). The quota provides the first zero-duty access to the UK since its exit from the European Union in 2020. The first U.S. beef shipments under the new quota were celebrated by a pair of events hosted by USMEF in London to showcase U.S. beef.

USMEF made sure that U.S. beef stood out at Thailand Beef Fest – a premier three-day festival in Bangkok. Display cases featured U.S. beef and samplings of U.S. striploin and ribeye were provided for visitors to the USA Pavilion. USMEF also held a seminar about U.S. beef production and quality, and utilized a guest chef from Thailand to conduct a live cooking demonstration with U.S. beef striploin.

Source: U.S. Meat Export Federation, a Beef Checkoff Contractor

BEEF-ORE YOU LEAVE:



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6

VIRTUAL BOARD MEETING