



Beef Bites

- AN UPDATE FROM THE MONTANA BEEF COUNCIL -

A Walk Down History Lane

For those that lived it, the economy in the 1980s was memorable. Farms and ranches across the country were struggling and many had to sell. Twenty-one percent interest rates made it difficult to stay in business, let alone the beef business. Happening at the same time, was a push to create a national beef promotion program. There were several meetings across the country and one producer was recalled saying, "I have just sold calves for 35 cents. I cannot survive. We are coming to you as a group of men, and we want to know how we can help ourselves? We have got to get consumer demand addressed. And we have got to change the complexity of this product."

After various structure proposals and two failed attempts at passing Beef Checkoff legislation in the late 1970s and early 1980s, research was conducted through Farm Journal to obtain survey data from ranchers across the country on first, would you support a Beef Checkoff program, and if so, what would you want in the legislation that would help you support it?

The results showed the following points:

- The board should be producer-controlled.
- Beef importers need to pay into the Beef Checkoff as well.
- The money should be spent on the program (not on bricks and mortar).
- Use the existing State Beef Councils that have already been collecting.
- Keep half of the money in the state where it is collected.
- Use the industry-governed organizations that are already in place.
- Make the assessment a set dollar amount (not a percentage).
- Do not include a refund.



-Excerpt from speech by JoAnn Smith, founding chair of the Cattlemen's Beef Promotion and Research Board. See the full video [HERE](#).

To Helena, and Back

MBC had two consumer-facing opportunities in Helena this month. The annual Made in Montana Tradeshow hosted more than 100 exhibitors. The Made in Montana program was created in 1984 to provide unique identity to value-added products made and/or grown in Montana. Through the years its purpose has grown to assist Montana producers who grow,

Helena (continued)



create, make and/or enhance products in the state as well as the retail store owners who sell and carry their products. This was the perfect showcase to promote our Montana Beef Directory and get the attention of both producers and consumers during the two-day show on March 11-12. There were 600 wholesale buyers, representing 320 companies, along with 5,125 members of the public shopping.

The second opportunity was on March 22 for National Ag Day. MBC partnered with the Montana Stockgrowers Association to host 125 guests in and around the capitol that day for a beef lunch, including the Governor and Lieutenant Governor. Chaley spoke and shared statistics about agriculture and the sustainable beef industry, and Al and Tammy loaded attendees with beefy swag.

The Federation of State Beef Councils

The Federation of State Beef Councils is committed to its vision, which is to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership. The Federation builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation, individual State Beef Councils, and national Checkoff-funded programs.

In 2021, the Federation supported national Checkoff programs by executing the following:

- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts. The campaign included an interactive map on BeefItsWhatsForDinner.com featuring the sustainability work of producers in each state.
- Sponsored the first Beef. It's What's For Dinner. 300 at Daytona International Speedway as part of the NASCAR Xfinity Series.
- Executed a summer grilling e-commerce campaign in partnership with Kroger with digital ads and video that drove more than \$23 million in beef sales and because of these ads, 581 households that had never purchased beef online were converted into consistent, repeat beef purchasers.
- Celebrated beef as part of the holidays through a coordinated advertising campaign including TV ads on the Hallmark Channel, plus digital advertising. Paid media results generated more than 50 million impressions and nearly 12 million views of Beef It's What's for Dinner. videos.
- Conducted research programs related to safety, nutrition and product quality designed to ensure consumer confidence in purchasing beef.
- Created the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.
- Developed a Daily Biosecurity Plan for Disease Prevention template through the Beef Quality Assurance program, which helps cattle producers implement daily biosecurity measures on their operations.
- Coming Soon! Tony Romo, former quarterback and sports broadcaster, is the new Beef. It's What's For Dinner. spokesperson.

Let's Meet!

Chaley and Al have been meeting with the various producer organizations on the MBC board to break bread and breakthrough any misconceptions about MBC or the Beef Checkoff. So far we have met with the Montana Stockgrowers Association and Montana Farm Bureau Federation. Coming up, we are looking forward to meetings with Montana Farmers Union, Montana Cattlemen's Association, Montana CattleWomen's Inc., Montana Angus Association and Montana Livestock Auction Market Association.

BOARD
MEETING:
MAY 6,
BILLINGS