

# Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

## Getting Oriented

Three new members of the Montana Beef Council Board of Directors attended the national orientation to learn more about the national 50 cent investment and the Federation of State Beef Council partnership. A key takeaway from **Debbie Andersen** included that learning more about all that the Beef Checkoff does to help her in conversations with others when they might be frustrated about paying the checkoff. **Justin Iverson** shared that he was impressed with the robust and intentional nature of accounting, auditing, and compliance at NCBA, a Beef Checkoff contractor, to maintain the integrity of the firewall between policy and Beef Checkoff projects. Charlie Hollenbeck shared that he recognized the hard work that is going into researching beef consumption trends and how, as a local processor, he can help fill the demand as we see current herd numbers still shrinking into the summer. He sees great optimism going into summer where we can reach our consumers with the great story of cattle and the great value of beef.



There were 23 states represented with other new state beef council directors and staff, making for diverse conversations. There are over 700 state beef council directors across the country that make up the volunteer leadership of the 43 state beef councils.

## Ag Day at the Capitol



MBC sponsored a Beef Lunch in Helena as part of National Ag Week Celebrations in partnership with the Montana Stockgrowers Association. Table tents shared agriculture industry facts and attendees were treated to the Governor reading his proclamation for "Montana Meat Day." The following day, MBC participated in the Montana Department of Agriculture's Ag Day celebration that featured various table displays from agriculture organizations and a luncheon. MBC featured a "Build-Your-Own Beef Jerky Trail Mix Bar" that was very popular and provided longer engagement with visitors.

# International Corner

From the Desk of Dan Halstrom, USMEF President and CEO  
U.S. Meat Export Federation, Contractor to the Beef Checkoff

USMEF staff and representatives recently represented the industry at two of the world's largest food trade shows – FOODEX Japan and Gulfood. Attendance at both shows reached pre-pandemic levels and even more encouraging was the trade's optimism about the rebound in foodservice this year, especially in the Asia-Pacific region.

This is very good news as high-quality U.S. beef has a strong foothold in the global foodservice sector. Reduced supply will present challenges this year but USMEF has implemented aggressive strategies to promote undervalued and economical beef cuts that can meet the unique, regional needs of foodservice clientele.

- **Attendance Rebounds at FOODEX Japan; Deep-Fried U.S. Beef Dishes Featured:** In a positive sign of Japan's economic recovery, sharp increases were seen in the number of participating companies and attendees at Foodex Japan 2023 earlier this month. 73,000 attended this year's event compared to 33,000 in 2022. USMEF promoted samples from newly developed, deep-fried U.S. beef and pork recipes while sharing marketing strategies and promotional plans for buyers in the foodservice and retail sectors.
- **Strong Interest in U.S. Beef at Gulfood:** Buyers and suppliers converged recently in Dubai, UAE, for one of the world's largest annual food trade shows. While the majority of the show's attendees were from the Middle East, Gulfood also attracted thousands of prospective buyers from Africa and Asia. A wide range of U.S. beef products was promoted at Gulfood, with some markets focused on center-of-the-plate cuts for foodservice clientele, while others were seeking beef variety meat items. In some countries in the Middle East and Africa, initial sales of beef variety meat often lead to expanded demand for beef muscle cuts.

## And the winner is...



In November, MBC launched a Beef Quality Assurance (BQA) contest for all Montana FFA chapters to compete for the most certifications. BQA is offered as an online training and focuses on best management practices for beef producers.

Class AA and A competed in one category and Class B and C competed in another category. The winning chapters will receive \$500 for first place and \$250 for second place. Winners were announced at the State FFA Convention in Great Falls. The contest garnered 335 total certifications from November through March. CONGRATULATIONS!

**Category 1- Class AA & A**  
**1st Place- MISSOULA**  
**2nd Place- HAVRE**

**Category 2- Class B & C**  
**1st Place- GRASS RANGE**  
**2nd Place- GERALDINE**

## NEXT BOARD MEETING

**MAY 4-5**  
**CODY, WY**

**Meeting Location: Buffalo Bill Center of the West Museum**

### Thursday, May 4

12 pm Joint Lunch  
1 pm Wyoming Beef Council Business Meeting (MBC observe)  
3 pm Montana Beef Council Business Meeting (WBC observe)  
5 pm Checkoff Challenge Joint Activity  
7 pm Joint Dinner

### Friday, May 5

7 am Breakfast at Hotel (Comfort Inn)  
8 am Federation of State Beef Councils: The Remote Staffer  
10 am Conclude and depart for optional tours  
10:30 am Alternating optional tours of Wyoming Legacy Meats or Center of the West Museum

