

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

BEEFING UP STATE BASKETBALL

Hundreds of basketball fans flocked to state basketball tournaments this month to watch as boys and girls battled it out on the court for the championship title. Working in the background was the Montana Beef Council as we supported student-athletes with beef snacks in between games. Intense workouts, like basketball games, can be fueled by beef for success in maintaining energy levels. MBC's refueling stations helped players and coaches stay energized while showcasing beef as a nutrient powerhouse. This activation is part of our yearlong partnership where BEEF is the Preferred Protein of the Montana High School Association.



'ROUND THE WORLD

MBC hosted over 30 beef producers and companies from Central Asia, Kazakhstan, Kyrgyzstan, and Uzbekistan in Billings as part of a tour stop with the Montana Department of Agriculture. Al Koenig outlined the Checkoff's role in the beef industry and how MBC carries out beef promotion and education. A beef dinner highlighted the evening, and several attendees claimed it was the best beef meal they had on the trip. MBC secured local chef Stephen Hindman to cater the event.



A VISIT TO MEXICO

Montana Beef Council board member Justin Iverson was on the ground in Mexico this month, gaining key insights into international beef markets. From retail visits to foodservice tours, this trip highlighted the value of U.S. beef abroad!



AG DAY IN HELENA

MBC celebrated Ag Day at the Capitol to highlight the importance of agriculture in our daily lives. Our ever-popular Beef Jerky Trail Mix Bar was a hit with nearly 400 attendees stopping by to create their own sample. A special thanks to MBC board member Charlie Hollenbeck for donating custom beef snack stick packets for each of the 140 decision-makers to help "fuel the finish" for the rest of session! Al Koenig and Tammy Bridges had many great conversations sharing about the benefits of beef and cattle production.



- MBC TIME MACHINE -



Did you know? The Montana CattleWomen weren't always the CattleWomen! Before changing their name, they were known as the Montana CowBelles. The name change marked a new era while honoring decades of dedication to beef education, promotion, and advocacy. The CattleWomen hold one position on MBC's Board.



- BEEF BRIEF -

RETURN ON INVESTMENT

An independent economic study showed the national Beef Checkoff program delivered \$13.41 in value for every dollar invested between 2019 and 2023. That return includes benefits from domestic promotion, research, and foreign marketing efforts. The study was conducted by Dr. Harry M. Kaiser, Cornell University.

SOURCE: CBB

ON A SCREEN NEAR YOU

In FY24, the Beef. It's What's For Dinner. campaign used Connected TV ads to reach over 78 million U.S. consumers watching live sports. Ads aired on ESPN, NBC Sunday Night Football, the NFL Network, and the Summer Games broadcast, among others. This effort resulted in nearly 3 million completed video views.

SOURCE: CBB

SAFETY RESEARCH

New research led to a novel Salmonella risk assessment approach, which the USDA used in its proposed poultry safety framework. The model highlights the beef industry's proactive role in advancing food safety science. Findings were presented at major events like the BIFSCO Safety Summit and the Meat Industry Food Safety Conference.

SOURCE: CBB

KNOW AN ATHLETE?

The Sports Nutrition Game Plan is a new Checkoff-supported resource developed to engage high school and college athletes. It offers information about beef's role in strength, endurance, and post-workout recovery. This tool is designed to support youth-focused sports dietitians and performance coaches.

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

January 2025 export stats were released with continued momentum from 2024. Export value per head in January 2025 was \$371 / head. Overall beef demand remains very strong across a range of markets, so it is our hope we can minimize potential political trade impacts in regards to market access or retaliatory tariffs on US products.

RESILIENT DEMAND

January beef exports reached 102,840 metric tons (mt), up 3% year-over-year, while value increased 5% to \$804.6 million. Growth was driven in part by larger exports to China and Canada, while exports to South Korea were steady in volume but higher in value. Strong value increases were also achieved in other key markets, including Taiwan, the Caribbean, Central America and the ASEAN. Exports of beef variety meat were the largest in nearly two years, led by larger shipments to Mexico, Egypt, Canada and China/Hong Kong.

"Demand for U.S. beef came on strong in the Asian markets late last year, and that momentum largely continued in January," said USMEF President and CEO Dan Halstrom. "The performance in Korea is especially encouraging, given the country's political turmoil and slumping currency. It is also gratifying to see exports trending higher to China, though we are concerned about access to the market moving forward, as many U.S. beef and pork plants are awaiting word on their eligibility beyond mid-March."

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

APRIL 30TH | BOARD MEETING
IN SIDNEY, MT