

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

ROLLING OUT THE CARTS FOR STATE

Our premier activation with the Montana High School Association Preferred Protein partnership included hosting Refueling Stations at each locker room during the state basketball tournaments this month. MBC Staff hit the road to travel to all four state basketball championship tournaments in Missoula, Great Falls, Bozeman, and Billings. Nearly 1,300 athletes plus their coaches battled it out on the court over several days to crown the champions, while being fueled by beef. Each tournament features 20-24 games, meaning the stations received a lot of hungry teenage traffic to fuel their performance with thousands of beef snacks shared each day. We also took this opportunity to highlight some Rancher-Athletes that are fueled by beef. Check out our social media to learn more!



GETTING ORIENTED

This month Justin Iverson attended the Federation Orientation as part of his duties as a Beef Promotion Operating Committee (BPOC) member. He was also joined by fellow Montanan, Jim Steinbeisser (former MBC President) who is serving as an NCBA Region Vice Chair. This Orientation allowed for BPOC members to get acquainted with one another, meet other new state beef council directors from across the country, review the history of the Beef Checkoff and learn about the latest in the beef industry as we all seek the best opportunities for beef promotion, research, and education.



STRATEGIC PLANNING

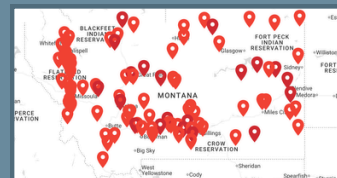
Montana Beef Council board members recently met virtually to prepare for the Council's upcoming five-year strategic planning session. During the discussion, participants reviewed progress and impact from the 2023-2025 Strategic Plan and reflected on where Beef Checkoff investments have delivered the greatest value, including building consumer trust, engaging youth and health professionals, supporting athletic partnerships, and leveraging national and international collaborations.

- THE MONTANA BEEF DIRECTORY -



The Montana Beef Directory is a free tool that helps consumers find beef sold direct from producers. **Our goal is one listing in every county**, and we're still missing a few. Know someone who should be listed?

Counties still needed: Glacier, Granite, Hill, Liberty, Lincoln, Mineral, Musselshell, Petroleum, Powder River, Roosevelt, Teton, Treasure, Wheatland, and Wibaux.



- BEEF BRIEF -

DIETARY GUIDELINES

Every five years, the U.S. Department of Agriculture (USDA) and U.S. Department of Health and Human Services (HHS) jointly release the Dietary Guidelines for Americans (DGAs) to serve as the cornerstone for federal nutrition programs, nutrition standards and nutrition education initiatives. In the years leading up to the release of the DGAs the current body of nutrition science is evaluated to help inform the recommendations. The most recent iteration, the 2025-2030 DGA released in January 2026, prioritizes diets built on whole, nutrient-dense foods such as protein (including beef), dairy, vegetables, fruits, healthy fats, and whole grains. "These new DGAs confirm what producers have long known, that beef belongs in a healthy, balanced diet," said Registered Dietitian and nutrition scientist Dr. Shalene McNeill, executive director of nutrition science with the National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

SOURCE: CBB

DID YOU KNOW?

Did you know that five producer-led Checkoff Program Committees support all the great work funded by the Beef Checkoff? The 30-plus-member Industry Information Committee guides the development of programs designed to educate on the value of the Checkoff, enhance reputation, and standardize best practices.

SOURCE: CBB

MEAT DEMAND MONITOR

Willingness-to-pay (WTP) decreased on seven evaluated retail products and all eight evaluated Food Service dinner meals in February compared to January, according to the Kansas State University Meat Demand Monitor. The beef projected market shares for February were 33% at the grocery store and 39% at the restaurant.

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

January Export Statistics were released recently. Total global export tonnage of US beef was 92,558 Metric Tons, which was down 10 % year on year, and export value was \$780 Million, which was down 3 % year on year. USMEF estimates the loss of China costs the US industry \$150-\$165 per head, with an industry impact of \$3.5 billion per year.

RESILIENT DEMAND

- US beef export demand outside of China continues to be strong throughout Asia and Latin America. Volume increases below the market: Japan +5%, Korea +4%, Taiwan +79%, Caribbean +7%, Indonesia +493%, Vietnam +62%, Peru +57%, Chile +11%, EU +4%
- Beef Variety Meat Exports set another record in January at \$126 million, which broke the record from December 2025. Japan saw the largest increase in volume, with almost a doubling of its volume year on year, led by yakiniku items such as outside skirts and hanging tenders. Korea, as well, saw significant percentage growth, as did Peru, Chile, and Vietnam.
- January 2026 export value per head was \$415.
- USMEF worked closely with FAS and USTR in arranging the US Beef Launch Event in Sydney, Australia, on February 24th. Ambassador Julie Callahan, Chief Agricultural Negotiator, and USMEF's Jihae Yang were both present at the event with FAS. This was the relaunch of US beef, which is the first US beef into Australia after a 23-year absence due to BSE in December 2003.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

APR 14TH — NEXT IN-PERSON BOARD MEETING IN BILLINGS
MAY 11TH — NEXT VIRTUAL BOARD MEETING ON TEAMS