

BEEF BITES

- UPDATE FROM THE MONTANA BEEF COUNCIL -

MAY

2026



BEEFING UP MAY

For over a decade, MBC has partnered with Wendy's restaurants in Montana to boost beef demand. In recent years, the partnership has centered on May to celebrate National Beef Month. This valuable partnership not only helps meet MBC's mission of building beef demand but also provides leverage with a dollar-for-dollar match to boost the multimedia campaign. This year's partnership turned up the heat and featured the Jalapeno Ranch Burger at a discounted price for a limited time at all locations across Montana.



ALL ABOARD FOR BEEF



Tourism is one of Montana's largest industries. It brings visitors from across the United States and around the world to enjoy the state's mountains, rivers, parks, small towns, and friendly communities. It supports businesses and workers, brings money into communities, and gives visitors a chance to experience the natural beauty and welcoming spirit that make Montana special.

Tourist Season is kicking off in Montana and **Chaley Harney and staff** are presenting all summer long to tourists traveling through Montana on a guided Trafalgar Bus Tour. During their 15-day trip through various national parks, starting with Zion National Park and ending in Grand Canyon National Park, via Yellowstone National Park, the bus load of visitors overnight in Billings and enjoy dinner while hearing from MBC about Montana's cattle history, beef benefits and more. The dinners take place at the historic Billings Depot, where there are no shortage of train station jokes about one of the recent hit television shows named after our nearby national park.

Stay tuned for a recap in the fall!

BEEF ALL MONTH



MBC also supported others, including Western Ranch Supply and the Montana Cattlewomen, with fun facts and swag to share with social media followers throughout the month to help emphasize the importance of cattle production in Montana and the benefits of beef in a healthy lifestyle.

BABY NEWS

MBC Project Manager **Anna Sponheim** and her husband, Isaac, welcomed Cameron Jude on April 28, 2026, and she shared that, "We're completely in love with him already!" Congratulations!



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STRATEGY IN MOTION



During this month's board meeting, **MBC Board Members** reviewed a summary of the results from the strengths, opportunities, aspirations, and results survey completed by all the board members. Per direction from the previous meeting, the proposed strategic plan was revised, and the board discussed the changes. After further review, adjustment, and discussion, the board adopted the 2026-2029 Montana Beef Council Strategic Plan.

FARM FAIRS



May means field trips for many students across Montana and MBC supported multiple farm fair activities where fourth grade students can learn about cattle production, beef benefits, enjoy a cheeseburger, and increase their all-around agricultural education. These immersive experiences help impact students at this age with hands-on learning and engagement in food production which can result in more informed future consumers.

INTERNATIONAL UPDATE



By USMEF, a contractor to the Beef Checkoff

Big news this month was the China announcement on US beef that came about as a result of President Trump's summit meetings with China's President Xi in Beijing. We have been almost one year now, with the vast majority of the US Industry not able to export US beef to China.

There was a breakthrough in talks last week in the Trump-Xi Meetings and last Friday May 15th we saw China's General Administration of Customs grant the 5 year extension to 425 expired U.S. beef establishments. Additionally, 77 new U.S. beef establishments have been added to the CIFER system with an effective date of May 16, 2026. While this is good news and a very necessary first step, there is still work to be done in regard to MGA testing in China as there are currently 38 establishments which remain suspended.

USMEF SPRING MEETING



MBC Board Member **Justin Iverson** attended the 2026 U.S. Meat Export Federation Spring Conference in Oklahoma City on behalf of Montana's beef producers. The conference brought together industry leaders to discuss international market opportunities, consumer trends, and the importance of exports to U.S. beef demand and producer profitability.

Sessions highlighted positive developments in global market access, including progress with China and Saudi Arabia, along with growing demand for U.S. beef in Central America and Asia. Attendees also explored innovative marketing strategies designed to connect international consumers with high-quality U.S. beef products.

BEEF-ORE YOU LEAVE:



**JUNE
8**

VIRTUAL BOARD MEETING