

- UPDATE FROM THE MONTANA BEEF COUNCIL -



SEASONING'S GREETINGS.



STATE PARTNER UPDATE

Montana FFA Foundation: The John Deere Ag Expo was successfully carried out all across that state and Kathy Creighton-Smith helped with some judging. Everyone was very thankful for their beefy lunch and new bumper stickers! [Pictured at right.]

MSU Bobcats- The Recipe Book has launched! [Check it out here.](#)

Montana Meat Processors Beef Box Giveaway: Contest underway! November winners were from Billings and Miles City. Both were very excited to win! Along with beef, they also receive recipes, beef swag and cooking tips. Share the link in your area! [Enter To Win](#)

Northeast Beef Promotion Initiative: Partnered with the [MetroCooking_DC Show](#) and the organizers are confident this event will be executed in-person!

KULR8 Steakhouse Tour: November featured the [Texas Roadhouse](#) restaurant in Billings. Additionally, KULR8 is running the "Drool Log" ads and they created a "best of beef" ad using footage collected so far. [Check it out here!](#)



Federation Corner

"Roast and Toast" is a beef and wine partnership that will be rolling out in December to help shoppers prepare for all of their holiday season celebration needs! In 2018, beef partnered with Louis M. Martini Wine and generated 20 million impressions, over 128K engagements and 15.8K+ offer redemptions in California alone. This year's partnership offers consumers saving \$15 off Prime Rib with the purchase of any two bottles of Louis M. Martini wine. Montana retailers will receive POS materials as well as a digital toolkit for social media use.

International Corner

This November, I attended the U.S. Meat Export Federation (USMEF) Virtual Strategic Planning Conference. The impacts of COVID were wide-ranging, all countries had a shift from foodservice (restaurants) to increase demand in retail (home delivery and cooking at home). Korea, Hong Kong, China, and Mexico all shifted their marketing strategies to social media platforms which became huge platforms. In China, during one social media cooking show, there were 150 million viewers. **150 million viewers!!!** The chef demonstrated cooking with certain cuts of meat and a grocery store link appeared on the consumer's screen with the products being used and how to purchase them in a few clicks.

Ready meals to-go increased 30% in Korea. Short Ribs are incredibly popular in Korea. In Hong Kong, there is increased interest in traceability due to the African Swine Fever and COVID.

Recently, I listened to a presentation on farm-to-consumer marketing and how to cook nontraditional meats. The idea was to teach and encourage consumers to utilize an entire animal and learn how to cook ox tail, liver, short ribs, tongue, etc. I do love this local movement and I hope it continues. The USMEF is promoting these same items in foreign markets. Overseas buyers have been the strongest consumers for these products, and they will pay higher prices than we do domestically.

The USMEF Leadership team is an incredibly smart group of working men and women across all animal protein and animal feed industries. They are working hard for American farmers and ranchers.

-Heather Fryer, Montana CattleWomen Representative



"USMEF AT WORK" VIDEO



Measurable Objectives

Each year after the MBC board approves funding for various partners and their programs, they are required to submit the first half of their Evaluation Form, which details their Measurable Objectives. Evaluation and measurement are an essential component in effective business operations and the effort is mutually beneficial to the success of MBC and our partners. MBC partners are encouraged to set leading measurements for a strong program following "SMART Objectives." The acronym stands for Specific, Measurable, Achievable, Relevant, Time-bound. This MBC requirement is one of many examples of diligent use of checkoff dollars.

Team Beef Montana

Team Beef Montana is back! With the help of Heather Fryer, we have contacted all former members and now have a roster of 40 and growing. If you know of anyone interested in being a beefy brand ambassador for MBC while living an active lifestyle, send them onto our website to [complete the application](#).



IN THE NEWS

["U.S. Beef and Asia: Ongoing Growth"](#)

["MSGA Pulls Off Successful Virtual Annual Convention and Tradeshow"](#)

UPCOMING EVENTS