

Beef Bites

- AN UPDATE FROM THE MONTANA BEEF COUNCIL -

Friends, Family & Beef

This month we gathered together with friends, family and beef fans as we traveled the state.

Chaley Harney, Al Koenig and Anna Sponheim were special guests on the MSU campus to conduct a media training with agriculture communication students to prepare them for their future in media.

Al Koenig returned to his old stomping grounds on the MSU campus in Bozeman as he reunited with his fellow FFA family for the John Deere Ag Expo hosted by the Montana FFA Foundation. This event featured education sessions, contests and a career fair tradeshow. MBC helped sponsor this event and Al created engaging workshops that he presented multiple times that helped the students understand brands-- what cattle brands are, why we use them and then transitioning to the Beef. It's What's For Dinner. brand. Additionally, MBC hosted an interactive booth in the career fair tradeshow that allowed students to play Beef Pong... a game filled with beef's 10 essential nutrients and a pyramid of plastic cups for fun!



MBC also launched the BQA contest for FFA students while at the event and received a number of positive comments about the project. We plan to announce the winners in March in conjunction with the state FFA convention in Great Falls.

MBC participated in the Montana Farm Bureau Federation annual convention and tradeshow in Missoula on November 14-17. It was great to reconnect with ranchers and farmers from across the state and spend some time in Western Montana. And all that traveling ushered in some winter moisture of course!



Beef Quality Assurance CONTEST

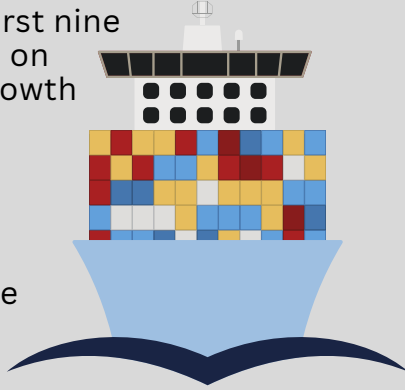
- Sign Up Online**
Visit the BQA Learning Center where each student will create their own unique account using their personal email address. Be sure to enter the SCHOOL NAME to be counted!
- Complete the Certification**
Follow along and complete the online modules to receive Montana Beef Quality Assurance certification.
- Win!**
The school chapter with the most BQA certifications will receive \$500 and second place will receive \$250 from the Montana Beef Council.

FULL DETAILS HERE OR SCAN CODE:
WWW.MONTANABEEFCOUNCIL.ORG/BQA

Beef Export Soundbite

Travis Choat attended the most recent U.S. Meat Export Federation meeting where he represented Montana. Stay tuned for a full report from him, but in the meantime...

September beef export volume came in at 115,487 Metric Tons down 7% from last year with export value of \$890 million. Year-to-Date numbers through the first nine months of 2022 remain on record pace with 4% growth in volume at 1,119,790 Metric Tons and 20% growth in value at \$9.1 Billion. Broad-based growth across many markets continues to be the theme.



National Checkoff Funded Programs



Click [HERE](#) to access these quarterly, 5-minute videos that highlight various Beef Checkoff programs and contractors. Feel free to post these videos to your online media platforms and use them in presentations to share how the Beef Checkoff is driving demand for beef.

Start your day right at the

BEEF

BREAKFAST

FRIDAY, DECEMBER 9 - 6:30 A.M.
DOUBLETREE HOTEL | 22ND FLOOR

MONTANA BEEF COUNCIL INVITES YOU TO THE FIRST EVER BEEF BREAKFAST! JOIN US FOR A COMPLIMENTARY BREAKFAST AS WE CELEBRATE BEEF VICTORIES, MEET THE STAFF, SHARE HISTORY AND TOAST TO THE FUTURE!

NEXT MEETING

Friday, January 13, 2023
MBC Office, Billings
8:00 a.m.

Farm-to-School Producer Training



If you are interested in learning about expanding your business to reach schools, the Montana Farm to School is hosting "Bringing the Farm to School: Local Producer Trainings." Learn from local experts about accessing school markets, growing products for schools, and more. Learn more [HERE](#).

New Holiday Recipes

Beef. It's What's For Dinner. created five new holiday recipes! These recipes will be featured during our holiday campaigns. Enjoy!

- [Green Peppercorn Crusted Strip Roast with Red Wine Sauce](#)
- [Garlic Roasted Tenderloin with Gremolata Sauce](#)
- [Cheesy Beef Artichoke Dip](#)
- [Steak Crostini with Horseradish Whip](#)
- [Deconstructed Beef Tamales with Chimichurri Sauce](#)