

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

MT CATTLE COMMITTEE

Since February, a volunteer group of ranchers have been developing a concept for the Montana Cattle Committee. This would be separate from the Montana Beef Council but would have some similar properties because it would utilize a \$1-per-head system to support programs that would enhance producer profitability. It would be like the Montana Wheat and Barley Committee but would be administratively attached to the Montana Board of Livestock and the new board would be appointed by the Governor. A website for the concept was recently launched and more details can be found at www.MontanaCattleCommittee.com.

FARM BUREAU CONVENTION

November 18-21st was a busy time in Billings for all who attended the 2024 Annual Farm Bureau Convention. Montana Beef Council was featured as a sponsor of the event and hosted a trade show booth throughout the duration of the convention. Anna Sponheim, Al Koenig, and Chaley Harney engaged in conversations with farmers, ranchers, and agricultural advocates from across the state, discussing what MBC is and how work is being done to support the demand for beef.



CELEBRATE AG

This year, MSU revamped the Celebrate Ag weekend to include activities for the entire week. Jake Callentine and Sue Broyles represented the Montana Beef Council. MSU President, Waded Cruzado, was presented with a Montana Silversmiths belt buckle in appreciation for her support of the land grant mission. Sue also attended the scholarship banquet and the Agricultural Economics Conference as a part of the weeks' activities.



HANGING WITH FFA

On November 13-16th, Anna and Al spent time with FFA members from across the state at the 2024 Ag Expo in Bozeman. They addressed members during a banquet featuring a beef dinner, engaged with members during two workshops, and even volunteered to judge some of the competitions being held on campus. The future is bright for Montana beef producers!



A VISIT WITH REAL

REAL Montana Class VI convened in Billings for their second seminar featuring Media and Communications. They spent three days with speakers, media training, live interviews and networking with local business leaders. Chaley Harney presented Media Training 101 and how to be a session manager, then MBC hosted a beef networking dinner to help the current class practice their new skills.



- THE MBC TIME MACHINE -



Hop back to 1961 with us! "The Montana Treasure Steak is an innovation for America's steak eaters. Made from Montana beef, it is a quality cut which has that outdoor taste, mellowed by western climate. It is ideal for home use, perfect for Bar-B-Ques and other social activities. It is being featured by America's leading restaurants, steakhouses, airlines, railroads, and other purveyors of fine foods and good steaks."



- BEEF BRIEF -

DID YOU KNOW...

The work funded by the Beef Checkoff is supported by six separate producer-led Checkoff Program Committees. The Domestic Marketing Committee, comprised of both CBB and Federation representatives, is designed to inspire consumers (and those who influence them) to make beef their protein of choice through targeted, innovative outreach.

SOURCE: CBB

USDA TRAINING EVENT

The USDA will host an in-person educational event for cattle producers and interested stakeholders at the USDA Cattle and Carcass Training Center at W Texas A&M University in Texas, on Dec. 12, 2024. The event will focus on feeder cattle grading and evaluation, emerging tech in the cattle industry and USDA's Livestock, and Grain Market reports.

SOURCE: CBB

A NOTE FROM THE CEO

The holiday season is centered on people coming together. It is clear that when people or groups unite, they can overcome adversity with the combined power, knowledge, and cooperation of everyone. In the beef industry, and agriculture as a whole, we often consider ourselves independent and not reliant on others. That perception is changing as different ag groups and commodities increasingly collaborate and cooperate. Our challenges may come from anti-animal activists or simply a lack of resources to accomplish what we need to do, but by coming together, we can overcome these obstacles. I'm excited to see the growing collaboration between contractors, states, beef groups, and even different commodity organizations.

Regards,
Greg Hanes, CBB CEO

SOURCE: CBB

- INTERNATIONAL CORNER -

PICTURED:
JAKE
CALLANTINE
(MIDDLE)
AND DEBBIE
ANDERSON
(MIDDLE)
ACCEPTING
AWARD ON
BEHALF OF
MBC.



USMEF AWARD FOR MT

The U.S. Meat Export Federation (USMEF, contractor to the Beef Checkoff) concluded its annual strategic planning conference in Tucson, Ariz., with the election of officers for 2024-25. Steve Hanson, a rancher and cattle feeder from Elsie, Neb., is the new USMEF chair, succeeding Minnesota pork and grain producer Randy Spronk. One program featured a panel discussion in which livestock producers shared experiences from engaging with red meat buyers and government officials in overseas markets. USMEF also honored the Montana Beef Council with its Million Dollar Club Award. This award recognizes USMEF member organizations that have contributed more than \$1 million in support of USMEF's marketing programs. Montana Beef Council is a longtime partner of USMEF, making its initial contribution in 1984. USMEF members will next meet at the organization's Spring Conference, May 21-23 in Fort Worth, Texas.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

DECEMBER
16TH

JOINT BOARD MEETING
WITH NORTH DAKOTA
BEEF COMMISSION