



Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

CALLING ALL MONTANA BEEF PRODUCERS



- SIGN UP TO BE ADDED TO THE ONLINE MONTANA BEEF DIRECTORY
- BE DISCOVERED BY MORE CONSUMERS NEAR YOU
- DELIVER YOUR PRODUCTS AND GET ACCESS TO RECIPES & HANDOUTS

MONTANABEEFCOUNCIL.ORG

New Year, New Plan!

The board reviewed nearly 40 different presentations with impressive ideas for beef promotion, education and producer communication. As a result of deliberations, the board of directors approved requests from dozens of different organizations that will strive towards the mission of protecting and increasing demand for beef and beef products, as well as carrying out producer communications. The Fiscal Year 2022 Marketing Plan for the Montana Beef Council includes:



READ IT or WATCH IT (and share it!).

Pediatrician Outreach

Last month, MBC was part of a national campaign to deliver educational toolkits to pediatrician offices and child birth centers. Thanks to support from the Federation and NCBA, a contractor to the Beef Checkoff, here are some VERY preliminary results of the campaign. With both national and state support, these toolkits have been delivered to more than 2,300 pediatric health professional offices across the country. The early results of the preliminary survey evaluation showed:



- 91% are more likely to recommend beef as one of baby's first foods
- 82% agreed or strongly agreed the educational materials provided were science-based
- 45% would like to receive information or education resources directly from their local beef council and/or the Beef Checkoff

MONTANA BEEF COUNCIL MERCANTILE

Sam's Club Partnership

Sam's Club 'Kickoff to Summer Grilling' ran from mid-April through Memorial Day. This campaign with Sam's



Club resulted in more than 4.5 million impressions, a 4.88% sales lift, more than \$1.5 million in incremental beef sales (these are sales on top of projections), 13% ad-exposed buyers were new to the beef category and a Return on Ad Spend of \$34.36.

After the incredible success of this campaign, Sam's Club came back to NCBA, a contractor to the Beef Checkoff, and asked to partner in the future. A holiday campaign is in the works and MBC is partnering on the promotion to extend the national efforts with Sam's Club locations in Montana this holiday season.

IN THE NEWS

Preparing Nutritious Lunches

MBC Elects Officers

BQA Helping Ranchers Raise Consumer Confidence

NEXT MEETING:
**JANUARY 14,
BILLINGS**

International Corner

From the Desk of Dan Halstrom, USMEF President and CEO

- We have good news to report from the most recent Export Statistics released for August with over 1 Billion in global beef sales for the first time ever and growth of 21% year over year. We continue to forecast an all-time record for volume and value for 2021, exceeding the previous record set in 2018.
- Japan, our largest value market, saw volume growth of 21% in August which at 31,573 metric tons was the second largest monthly volume this year. Japan and Korea are both on track to exceed \$2 billion in export value for 2021. On another note, it was announced earlier this month that the latest Covid Emergency Orders in both Japan and Korea were relaxed, which should bode well for increases in foodservice demand as we enter into the last two months of 2021.
- China continues to see amazing growth similar to the last few months. August exports of over 20,000 metric tons showed growth of 500% over last year and the appetite for U.S. beef continues to expand especially in the modern retail and HRI / foodservice sectors. China is on track to be our 3rd largest export value destination in 2021 with forecasted exports to reach \$1.6 billion for the year.
- Latin America continues to see a significant rebound from 2020. August export volumes for Mexico was 37% over last year, while Central America volume was 98% over last year, and South America volume was 18% over last year. It should be noted that Mexico is the largest beef variety meat market year to date in 2021 with a value of \$165 million. In the region, all sectors continue to show increased activity including retail, foodservice, and e commerce, with tourism rebounding in foodservice.
- August beef export value equated to a record \$468 per head of fed slaughter, which is 55% up from a year ago.
- Despite all the good news in terms of the statistics in August, the industry continues to struggle with the challenges in the global logistics supply chain. Shortages of labor, container and chassis, and the inability to load out vessels in a timely manner continue to constrain performance. The good news in all of this is that there is a dramatically increased awareness around this issue, not only on the west coast, but in all major ports, and an increased awareness in Washington D.C. as to the importance of getting this situation on an improved track from a performance standpoint. We are starting to hear increased concern from key customers around the world that their cargo may not be delivered in a timely manner which highlights the urgency to get this situation under control soon.

HERE & THERE...

Oct. 15-17: MFBF Young Farmers & Ranchers Leadership Conference, Bozeman

Oct. 18-21: Federation Partnerships in Action Conference, Denver

Oct. 27-28: NCBA Executive Committee Meeting, Denver

Oct. 29-30: Montana Farmers Union Convention, Great Falls



Montana Beef Council is seeking qualified candidates to fill a new **FIELD REPRESENTATIVE** position.