

OCTOBER
2026

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

BEEF IN THE WELLNESS WORLD

MBC hosted an educational booth at the 29th Annual Montana Diabetes Professional Conference in Missoula. The conference brought together dietitians, nurses, pharmacists, physicians, and other professionals involved in diabetes prevention and care.

The hands-on "Build a Plate" activity offered attendees a quick, easy opportunity to engage, earn a prize, and start a conversation with MBC. Several attendees expressed interest in using the activity in their own practices. At the conclusion of the conference, MBC provided the game pieces to a dietitian for that purpose, extending the potential reach beyond the booth.

This outreach provided an opportunity to engage trusted health professionals who influence patients' food choices. Staff were available to answer questions, discuss the research presented in the materials, and connect attendees with resources for patient education. The GLP-1 resources provided complemented conference sessions addressing these medications and diabetes prevention. The effort aimed to encourage broader use of beef nutrition resources and strengthen professional understanding of how lean beef could fit into individualized, balanced approaches to healthy eating and wellness.

LOCAL FOOD SUMMIT

Tammy Bridges attended the Gov. Local Food Summit in Helena and connected with Montana producers and others working to strengthen the state's local food system. Tammy had the opportunity to introduce attendees to the Montana Beef Council, distributing MBC swag and informational brochures. Many attendees appreciated learning more about the organization and the resources available to them.







SHARPENING STAFF SKILLS

MBC staff participated in the annual Partnerships in Action (PIA) conference in Denver, CO, this month. State beef councils from across the country gathered to discuss ways national Beef Checkoff programs can be expanded at the state level to leverage producer investments. Nearly 70 staff members from 32 state beef councils participated in the event. Topics discussed during PIA highlighted how the National Cattlemen's Beef Association, a contractor to the Beef Checkoff and home of the Federation of State Beef Councils, and state beef councils work together to drive demand for beef through the cornerstones of taste, trust, well-being, and ease. Attendees learned about program strategy, current consumer trends and preferences, and Beef. It's What's For Dinner. promotions. Additionally, the Cattlemen's Beef Board hosted an interactive producer communication workshop.

- BQA UPDATES FROM AL -



Montana Beef Council partnered with Matador Ranch and Cattle and the University of Montana Western to host a Beef Quality Assurance (BQA) training on Matador's Selkirk Unit outside of Dillon. The training brought together 20 cattle producers and students in UMW's Farm and Ranch Management Program to build their knowledge of animal husbandry, proper cattle handling, emerging technologies, and proven management practices. With 20 new BQA certifications earned, the training helped equip the next generation of beef industry leaders. Way to go, Al!

- FROM AROUND THE WORLD -

A MESSAGE FROM THE CEO

On September 17, USDA issued a Memo titled "Terminating Mandatory ESG-Related Checkoff Funding; Terminating Checkoff Support for ESG Commitment Solicitation of Food Processors; and Alignment of Research and Promotion Activities with the Administration's Priorities". This was in response to the lawsuit in which several dairy farmers sued USDA and the Dairy Checkoff. The Secretary of Agriculture filed a motion to have that lawsuit dismissed contingent on this new memo being issued. This memo, which applies to all Checkoff programs, specifies that Checkoff dollars cannot be used to fund specific ESG (Environmental, Social, Governance) programs, especially those that create mandates on ranchers/farmers to conduct activities to achieve climate-related objectives. We have been reviewing all our programs with USDA, and so far have not identified any that violate the memo. We will continue working with USDA and our contractors to ensure all programs remain in compliance.

Greg Hanes, CBB CEO

SOURCE: CBB

EXPORTS GAINING MOMENTUM

U.S. beef exports gained momentum in August, with shipments reaching 86,362 metric tons, up 4% from a year ago. Export value climbed 13% to $785.9 million, driven by strong demand in Taiwan and a rebound in South Korea. Taiwan continued to be a standout market for U.S. beef in 2026, while exports also increased to the Middle East, the ASEAN region, Colombia and Côte d'Ivoire. Export value to Japan and the Caribbean also grew despite lower shipment volumes. These results highlight the continued international demand for U.S. beef and the importance of maintaining strong relationships with global trading partners.

EXPORT VALUE HOLDING

From January through August 2026, U.S. beef exports totaled $6.32 billion, just 1% below 2025, despite a 7% decline in volume to 721,150 metric tons. Reduced shipments to China accounted for much of the decline, as ongoing trade barriers limited market access. Excluding China, export value increased 6% year-over-year, highlighting the importance of diverse international markets and continued efforts to expand market access.

BEEF-ORE YOU LEAVE:

NOV 9TH — **NEXT VIRTUAL BOARD MEETING ON TEAMS**

MAY 3RD — **NEXT IN-PERSON BOARD MEETING**

TAIWAN STANDS OUT

Taiwan continued to be a standout market for U.S. beef in 2026, with near-record export performance in August contributing to strong year-over-year growth. Overall, U.S. beef exports increased 4% in volume and 13% in value to $785.9 million for the month. South Korea also showed a rebound, while exports to the Middle East and several other international markets increased, helping strengthen demand for U.S. beef worldwide.

SOURCE: USMEF