

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

TOUCHDOWN!

MBC received the "Tailgater of the Game" title at the MSU Bobcat football game V.S. the Stetson Hatters on September 16. Cat-urdays are better with beef, and Bobcat fans seemed to agree as 400 smash burger sliders were served in just 3 hours! The Bobcats aren't the only Montana football fans who enjoy a good burger, though. MBC didn't poke the bear but fed them instead on September 30 at the UM Grizzlies game V.S. Idaho State. Way to beef up the tailgates!



PROS OF PROTEIN

New evidence recently published on "Obesity," adds to the growing body of evidence demonstrating the benefits of higher protein diets, including their impact on supporting weight loss and improving T2D status. Read more about the study on beefitswhatsfordinner.com.

ANGUS TOUR

"September 19th-21st, the Montana Beef Council Crew attended the 2023 Montana Angus tour and annual business meeting of the Montana Angus Association. On Tuesday, Chaley and I joined Montana Angus Association's representative on the MBC, Jake Callantine, to give an update on our activities over the past year and interact with seedstock producers from all over. Tour attendees visited 10 operations within a 100-mile radius of Billings and viewed cattle from over 18 different operations. As it was my first time on the Angus tour, I did not know what to expect, but the experience absolutely blew me away. I had many incredible discussions with the approximately 350 attendees and want to extend a sincere "thank you" to all of the operations who were willing to have us. I already have it on my calendar for next year and would highly encourage anyone with an interest in Angus cattle or beef production to check it out!"

-- Al Koenig, Field Representative

- INTERNATIONAL CORNER -

FROM DAN'S DESK

DAN HALSTROM, USMEF PRESIDENT AND CEO
A CONTRACTOR TO THE BEEF CHECKOFF

Good Morning from Seoul South Korea where USMEF is leading the Heartland Team a group of 20 producers from a cross section (beef, pork, soybean, and corn) of Agriculture for an inside look into the South Korea and Japan Markets. Despite being two of our larger markets, there is still room for growth into key sectors such as the Convenience Store Sector, Ecommerce, and foodservice.

The July 2023 Beef Export data was seasonally lower with volume of 103,167 Metric Tons which was down 18 % from the record month in June 2022 (USDA compiled by USMEF). YTD Beef Export Volume through July 2023 stands at 772,343 Metric Tons which is down 11 % from last year's record. U.S. Beef saw increases in June for Taiwan, Mexico, South Africa, Canada, Peru and the EU.

- CHECK IN WITH THE CHECKOFF -

The Beef Promotion Operating Committee (BPOC) spent two very busy and intense days this month reviewing, discussing, and debating Beef Checkoff funding for fiscal 2024 programs. It's not an easy task when the funding requests are \$11 million more than the available funds, but when everything was finished, the BPOC allocated about \$38.5 million to 12 Authorization Requests. Following the BPOC Meeting, the CBB Executive Committee met and approved the full CBB budget, including these program budgets, to be submitted to the full Board and then USDA for final approval.



Back (L to R): Jeff Isenmann, Jason Hitch, Clark Price (Vice-Chair), Al Lyman, Dave Hamilton, Jimmy Taylor, Dan Gattis, Michael White, Andy Bishop, Larry Barthle; Front (L to R): Travis Maddick, Trish Downton, **Katie Cooper (Willow Creek, MT)**, Cheryl DeVuyst, Barb Downey, Jenni Birker, Nancy Jackson, DVM, Chris Jeffcoat, Scott Lake, Ryan Moorhouse

FUNDING BREAKOUT By Program Area:



Promotion: \$9,275,000
Research: \$8,300,000
Consumer Information: \$7,600,550
Industry Information: \$2,819,450
Foreign Marketing: \$8,150,000
Producer Communications: \$1,800,000

CATTLEMEN'S CALL:

The National Beef Quality Audit, completed every 5 years, is a way to monitor the quality of beef going into grocery stores. Hear from Dr. Keith Belk and Michaela Clowser on the most recent audit on NCBA's soundcloud site.

BEEF-ORE YOU LEAVE:



DEC
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BOARD MEETING
AT THE OFFICE IN BILLINGS