

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

MONTANA HEREFORD TOUR

Over 100 ranchers and Hereford enthusiasts gathered in eastern Montana for the 2025 Montana Hereford Association annual tour, visiting iconic operations like Fort Keogh in Miles City, Sparks Hereford Ranch in Plevna, J Bar E in Plentywood, and Beery's Livestock in Vida. The tour even crossed into North Dakota to see neighboring herds.

A highlight was the Churchill Cattle Company dispersal near Manhattan. After 45 years, Dale and Nancy Venhuizen sold their entire herd, nearly 500 lots averaging over \$24,000 each, attracting buyers from across the U.S. and internationally—a historic moment for Herefords.

Al attended the tour and noted the beautiful weather, green pastures, and strong cattle markets, making it a memorable week for anyone passionate about Montana Herefords. The tour showcased the state's lasting impact on the breed and the exciting opportunities ahead.



BEEF IS SUPER!

On September 11th, Anna traveled to Big Timber to help out at the Crazy Peak CattleWomen Farm Fair for local elementary students. Fourth and fifth graders spent the day moving from station to station, learning about different parts of agriculture. At the Beef Station, students discovered why beef is "super"—it provides protein, iron, and zinc, all essential for a healthy body. Anna guided the students through fun lessons on how each nutrient supports muscles, energy, and overall health. To put their new knowledge into action, the students headed outside to play beef freeze tag, complete with their new superhero capes. The day was full of learning, laughter, and a little friendly competition, inspiring the next generation of ag advocates.



A VISIT TO IDAHO

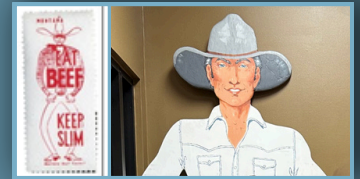
Our very own Tammy Bridges recently visited Idaho to review the state's Beef Checkoff collection process and meet with Cody Burlile, Executive Idaho State Brand Inspector. Idaho's system mirrors how the Department of Livestock handled Checkoff dollars before 2011, prior to Montana taking over collection and compliance. Idaho is in the final phase of implementing a new inspection system that allows payments by credit card, check, or cash via cell phone or iPad. All fees are deposited into a single account and distributed to the appropriate vendors, including the Idaho Beef Council, Animal Control, and laboratory services.



- THE MBC TIME MACHINE -



Meet "Montana Slim"-- one of Montana Beef Council's early advertising campaigns. The Montana CowBelles had larger-than-life cutouts created of the iconic beef-loving cowboy to use at county fairs and tradeshow as they promoted our favorite protein. Special thanks to the Baker CowBelles for generously loaning this historical cutout to Montana Beef Council, where Slim provides a warm welcome to guests at the office.



- BEEF BRIEF -

DID YOU KNOW?

After an AR's funding is granted by the BPOC, approved by the CBB Executive Committee, ratified by the full CBB board, and reviewed by the USDA, the contractor must sign a Memorandum of Agreement for the fiscal year. This binding contract with the BPOC allows contractors to conduct work on behalf of the Beef Checkoff.

SOURCE: CBB

SEARCH FOR NOMINEES

USDA's Agricultural Marketing Service is seeking nominees for the Cattlemen's Beef Promotion and Research Board to fill 41 expiring terms and two vacant positions representing various states, units, and importers. Appointed members will serve three-year terms beginning February 2026. The deadline for nominations is September 12, 2025.

SOURCE: CBB

A NOTE FROM THE CEO

I recently spoke with a young producer concerned about the Beef Promotion Operating Committee (BPOC) process. I explained how producers are appointed, provide feedback, and how the BPOC is primarily made up of producers. By the end, he seemed comfortable with the process. Many young producers are busy with families and farms and may not be involved in industry groups. I encourage you to engage a young producer, explain how the Checkoff works, and highlight how producers drive the program—they'll appreciate knowing where their dollar goes and can become advocates.

Regards,
Greg Hanes, CBB CEO

SOURCE: CBB

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

A team of producers and agricultural leaders recently joined us on a trade mission to Korea to see how checkoff dollars build demand for U.S. beef. Cattlemen's Beef Board President Ryan Moorhouse was among those learning about this leading export market, and customers met the American farmers and ranchers producing the world's best beef.

SOURCE: USMEF

THE HEARTLAND TEAM

U.S. producers visited Korea this month to see USMEF's market investments firsthand, with Korea purchasing \$1.4 billion in U.S. beef through July. The group toured retail companies, including Highland Foods, where COO Eddie Park emphasized building relationships directly with U.S. farmers to meet growing customer demand for quality beef.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

OCT 20TH — NEXT VIRTUAL BOARD MEETING ON TEAMS
APR 14TH — NEXT IN-PERSON BOARD MEETING IN BILLINGS

TAIWAN FOOD SHOW

Nearly 50,000 food industry professionals visited USMEF's American barn-themed booth at the 2025 Food Taipei Mega Shows to sample chef-prepared U.S. beef and pork dishes. The event also debuted the USMEF Beef and Pork Lab, where invitation-only groups provided feedback on ground beef samples.

SOURCE: USMEF