

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

SMASHING TAILGATING RECORDS

Montana Beef Council staff and board members had a smashing good time with Griz and Bobcat fans this month as we brought beef to the tailgates and served up a record number of smash burger sliders. At the Griz tailgate, 940 sliders were served, followed by another record 970 sliders at the Bobcat tailgate. The crowds kept us busy, with fans coming back for seconds and plenty of people stopping by to see what was cooking. While fans waited for their fresh sliders, they had the opportunity to learn more about beef nutrition and connect with MBC staff and board members. We answered questions about everything from cooking beef at home to how beef is raised and produced in Montana. Fans also had the chance to enter the monthly Beef Box contest, bringing in another record 150 new entries for the twice-monthly beef drawing.

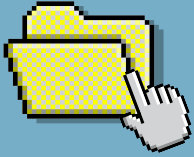
This tailgating tradition has grown and evolved over the last several years, creating a great opportunity to put beef directly in front of thousands of Montana sports fans. From the food on the grill to the conversations happening around the tent, these events continue to be a fun way to connect consumers with beef and the people behind it. And not to jinx it, but every game that Montana Beef Council has hosted a tailgate at, the home team has won. Beef for the WIN!



BILLINGS DEPOT PRESENTATIONS

Montana Beef Council staff have presented nearly 20 times this summer to the Trafalgar tourist groups at the Billings Depot. Each tour group ranges from 30-50 attendees and they have been hearing about the history of Montana ranching, the creation of the Beef Checkoff, and the benefits of beef. The conversations have been engaging with many questions following the presentation. A great measure of our success has been that although the attendees have already pre-selected their dinner choice for the evening, most wish they could switch to the beef option if they didn't already choose it. It is our hope that our messaging will continue to have a positive impact on them for the next seven days of their tour and meal choices, as well as after they return home.

- FROM THE ARCHIVES -



Here's a look back at a 1987 effort to establish a Montana Quality Label for beef:

- Montana Quality Label: SB 207 proposed requirements for using the label and certifying products carrying it.
- Industry Partnership: Beef labeling and certification standards would be developed in consultation with the Montana Beef Council.
- Building a Montana Brand: Supporters saw the label as a way to identify beef for domestic and foreign markets.

- FROM AROUND THE WORLD -

BEEF IN ACTION

Beef Checkoff dollars are making an impact across the country. Recent projects include research and consumer insights on beef's role in the marketplace, educational efforts connecting public health and beef production, and initiatives showcasing new opportunities for beef in foodservice. These projects highlight the continued work being done to strengthen beef's value, support responsible production, and create new opportunities for beef across the industry.

FY27 PROJECT FUNDING

The Beef Promotion Operating Committee (BPOC) recently allocated approximately \$39.5 million in Beef Checkoff funding for FY27 programs, including promotion, research, consumer information, industry information, foreign marketing, and producer communications. Montana Beef Council Vice President Justin Iverson participated in the funding discussions, helping represent producers as the BPOC reviewed and allocated Checkoff dollars. The approved budget now moves to the full Beef Board.

SOURCE: CBB

EXPANSION IN INTERNATIONAL MARKETS

USMEF is working to expand demand for U.S. beef by identifying new opportunities for Prime and underutilized cuts in key international markets. In Japan, efforts are focused on building a stronger identity for U.S. Prime beef and positioning underutilized cuts such as chuck and round as premium options for retail and foodservice. U.S. beef was also featured in a Marriott culinary competition in South Korea, where chefs from 17 properties developed modern Korean dishes using U.S. beef and pork. In Colombia, USMEF has developed the Picada Americana, a shared platter featuring U.S. chuck roll and other ingredients, which has gained traction with restaurants and is now available through major supermarket chains.

CONNECTING BUYERS WITH PRODUCTION

USMEF brought importers, distributors and processors from Mexico, Central America and South America to Colorado for a three-day symposium focused on U.S. food safety standards and innovations in red meat processing, packaging and value-added production. The organization also hosted international buyers from Hong Kong for tours of U.S. beef production facilities, farms, feedyards and processing plants.

SOURCE: USMEF

BEEF-ORE YOU LEAVE:

NOV 9TH	—	NEXT VIRTUAL BOARD MEETING ON TEAMS
MAY 3RD	—	NEXT IN-PERSON BOARD MEETING

