

MONTANA
BEEF
COUNCIL

2025 Annual Report



Board of Directors



Andy Kellom,
President



Travis Choat,
Vice President



Corey Schultz



Andy Tuss



Wes Jensen



Ken Morris



Jake Callantine



Debbie Andersen



Justin Iverson



Charlie
Hollenbeck



Trent Stoltz



Pamela Bilyeu

*The board is comprised of 12 appointed volunteers, representing various segments of the beef industry.

Staff



Chaley Harney,
Executive
Director



Sue Broyles,
Business
Manager



Tammy Bridges,
Director of
Collections &
Compliance



Al Koenig,
Field
Representative



Anna Sponheim,
Project Manager

demonstrating IMPACT

PREFERRED PROTEIN

As the Preferred Protein of the Montana High School Association, MBC reached students, families, and fans with signage, announcements, digital placements, and in-person engagement to 182 Montana schools. State events welcomed **25,000+ spectators and generated more than 1 million digital impressions**, amplifying beef's visibility. By aligning beef with athletic performance, recovery, and everyday nutrition at high-profile school events, the Montana Beef Council reinforced beef's role in fueling active lifestyles while building long-term demand with the next generation of consumers.

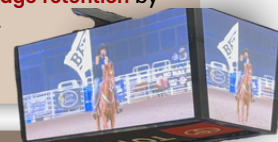
AT THE CAPITOL



Cattle are Montana's number one livestock commodity and beef jerky provided by MBC was shared with decision makers for this year's Ag Day at the Capitol while highlighting Montana's family ranching heritage.

IN THE ARENA

The Montana State University Spring Rodeo welcomed sold-out crowds, and MBC was proud to sponsor "Beef Night" with signage, a booth, and so much more. **Experiential learning can increase knowledge retention** by as much as 90%.



BACK TO SCHOOL

New this year, MBC hosted a "Back to School with Beef" promotion with school culinary staff from across the state. This program highlighted special beef meals served at schools all over Montana. School meals can play an influential role in a child's development of a healthy eating pattern. For some kids, **school meals can provide two thirds or more of their daily caloric intake**.



FARM FAIRS

Hundreds of elementary students explored agriculture at 4 farm fairs across the state this year, learning about beef production and beef's role in nutrition. **74% of adults feel more connected to ag*** when exposed to hands-on ag education in their youth.

ON THE RISE

Social media engagement garnered over **56 thousand engagements** this year! Team Beef membership also grew, bumping the total count of athletes to 94 who proudly display "Fueled by Beef" on their jerseys.

GAMEDAY BEEF

College football fans enjoyed **1,435 smash burger sliders** at tailgate crowds in both Bozeman and Missoula. Research shows that free sample promotions can increase immediate product engagement and interest by up to 300%.



OUR MISSION

The Montana Beef Council is organized to enhance profit opportunities for Montana cattle and beef producers by increasing demand for beef and beef products.

Watch a video on MBC's work from the past year!





MEETINGS REVAMPED

MBC and the North Dakota Beef Commission convened in Sidney this spring for back-to-back board meetings to share program updates, discuss projects, and learn more about beef export markets. Following this gathering, MBC launched monthly virtual meetings featuring guest speakers to keep everyone informed. Structured communication programs can increase participant knowledge retention by 68%, making regular updates critical for informed boards and collaborators.

5



AROUND THE WORLD

MBC hosted over 30 beef professionals from Central Asia as part of a Montana Department of Agriculture tour, sharing insights into the Beef Checkoff and showcasing beef over a locally crafted dinner. Board member Justin Iverson also spent time in Mexico, learning about international retail and foodservice trends that shape global demand for U.S. beef. Interactive educational experiences at events have been shown to increase recall of technical information by 30%.

6



FROM RANCH TO GYM

At the Montana Agri-Trade Exposition (MATE), MBC engaged attendees with the Ranch-to-Gym Challenge, where participants tested ranch-inspired strength activities and learned how beef supports active lifestyles. Staff also shared information about Beef Box giveaways, Team Beef Montana, and beef's nutritional benefits. Research shows that 77% of event attendees develop higher trust in a brand after engaging with it at an interactive booth, highlighting the value of experiential challenges at tradeshow.

7

Financial Report

Maximizing Impact



Through the Beef Checkoff, Montana producers have done more with the same dollar, and the results speak for themselves. Even with all the other marketing and advertising in front of consumers, beef advertising was there! **Montana's cattle industry remains a key economic driver, with 2.12 million cattle and premier cow-calf operators. Beef's unmatched nutritional value (25 grams of protein per serving with just one natural ingredient) reinforces the importance of sustained marketing efforts to educate consumers and expand demand.** While the Montana Beef Council's financial reach is modest, its role in ensuring a strong market presence for Montana ranchers is essential. Montana Beef Council focuses on accountability and impact, multiplying local dollars through state, national, and international collaboration.

FISCAL YEAR 2025 AUDITED FINANCIALS

REVENUE

Checkoff Assessment	\$1,506,080
MT Cattle Sold in Other States	\$143,850
Less CBB's Remittance	(\$825,893)
Less Other State's Cattle Sold in MT .	(\$11,464)
Net Assessments	\$812,573
Interest Income	\$42,688
Net In-State Revenue	\$855,261

EXPENSES

Promotion	\$211,507
Consumer Information	\$84,415
Industry Information	\$45,846
International Marketing	\$141,262
Domestic Marketing	\$162,209
Producer Communications	\$111,214
Administration	\$139,557
Collections & Compliance	\$159,059
Total Expenses	\$1,055,069

CHANGE IN NET ASSETS (-\$199,808)



1. MDA Training. Modern Workplace Training Statistics. 2023.
2. National Agriculture in the Classroom Organization. Connecting Agriculture to the Classroom. 2020.
3. International Journal of Business and Management. "Effectiveness of Free Samples as a Brand-Positioning Tool." 2015.
4. Meta Business Suite Professional Dashboard, Montana Beef Council social media analytics, October 1, 2024–August 31, 2025.
5. Harvard Business Review. Effective Stakeholder Communication Strategies. 2023.
6. Event Marketing Institute. Gamification Insights in Trade Show Marketing. Viva Creative, n.d.
7. Freeman & Edelman DXI. Freeman Trust Report: The Impact of Live Events on Brand Trust. Exhibit City News, 2023.

QR Code Link to watch MBC's Wrapped Video:
<https://youtu.be/rrzceYf8C3k?si=3kbaRjrZEu3PC2SX>

Let's Stay Connected!

Facebook | Instagram | YouTube
montanabeefcouncil.org

