Montana Beef Council

FY27 MARKETING PLAN



Funded by the Beef Checkoff.

Montana Beef Council

2026-2029 STRATEGIC PLAN

MISSION

Drive consumer demand for beef and beef products to create profit opportunities for Montana cattle and beef producers.

VISION

To be the protein of choice around the world, trusted and respected for our commitment to quality, safety, and sustainability.



INCREASE DEMAND THROUGH TARGETED ENGAGEMENT

Increase frequency of beef consumption by reaching the right audiences with meaningful engagement.

STRENGTHEN TRUST IN BEEF

Ensure beef remains a trusted, relevant choice in a changing food environment.

FOCUS INVESTMENTS FOR MAXIMUM IMPACT

Seek high-impact data-driven partnerships that are measurable and return value to Montana producers. Leverage partnerships to expand demand and market access.

DELIVER VALUE TO MONTANA PRODUCERS

Support sustainable industry outcomes for producer thrivability. Ensure producers clearly see the impact and return on their Beef Checkoff investment.

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FY27 PROGRAM AREAS



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COLLECTIONS & COMPLIANCE

The Cattlemen's Beef Board is responsible for overall collection/compliance; however, each of the 44 qualified state beef councils (QSBC) is responsible for collection the $1-per-head checkoff assessment in its respective state. Montana is one of thirteen western states that use brand inspectors to collect or help collect the checkoff. As a QSBC under the Beef Promotion and Research Order, the Montana Beef Council is responsible for collecting the nationally legislated $1 per head checkoff on all cattle marketed in Montana. As mandated under the Order, it is also responsible for distributing these funds to national programs for the promotion of beef within the guidelines established by the Order.



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collections & compliance

Collections

ESTIMATED BUDGET - $15,809

The Montana Department of Livestock will provide Montana Beef Council receipts to the Helena MBC office on a daily/as-received basis. Auction Markets will remit directly to the MBC Billings office. MBC staff will audit all documents for compliance with the Act and Order. MBC compliance personnel will contact producers for checkoff funds owed. Non-compliance not resolved in state will be forwarded to the Cattlemen's Beef Board. Work includes contract for services with the Department of Livestock, brand inspector appreciation, travel, and collection materials.

Compliance

ESTIMATED BUDGET - $5,000

USDA Agricultural Marketing Service has an obligation to ensure Beef Checkoff funds are expended appropriately and in accordance with federal legislation, regulations and applicable policies. The Cattlemen's Beef Promotion and Research Board is designated as the national checkoff organization for the U.S. beef industry. The Beef Board is authorized to certify a state entity as a Qualified State Beef Council, and the Montana Beef Council is certified as the QSBC for Montana. MBC will maintain appropriate documentation and oversight of Checkoff expenditures and funded activities.



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CONSUMER INFORMATION

According to the Beef Act, consumer information means nutritional data and other information that will assist consumers and others in making evaluations and decisions regarding the purchase, preparation and use of beef and beef products. This includes checkoff programs such as consumer public relations about beef and the cattle industry, from pasture to plate; communications with nutrition influencers about the nutrient qualities and profile of beef; and youth education and information about the role of beef as part of a healthy diet.



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consumer information

Montana FCS Conference

PARTNERSHIP

ESTIMATED BUDGET - $1,200

Montana Beef Council will support the annual Montana Association of Family and Consumer Sciences conference through beef education and information for Family and Consumer Sciences educators.

NCBA Digital Media

PARTNERSHIP

ESTIMATED BUDGET - $30,000

Through the media placement team, Beef. It's What's For Dinner. consumer education and promotion assets will be utilized for digital media outreach on a large scale, providing analytics and targeted advertising.

School Nutrition Conference

IN-HOUSE

ESTIMATED BUDGET - $3,000

This annual conference brings together the minds and hands that produce school lunches across the state. MBC will help provide support, beef education and information to attendees.



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consumer information

Gallatin Valley Farm Fair

PARTNERSHIP

ESTIMATED BUDGET - $2,000

Funding supports beef education for fourth-grade experiential learning for students, chaperones and teachers.

REAL Montana

PARTNERSHIP

ESTIMATED BUDGET - $3,500

Montana Beef Council will support the REAL Montana Class VII Pasture to Plate Tour, providing participants with educational exposure to Montana agriculture and the beef industry.

Team Beef Montana

IN-HOUSE

ESTIMATED BUDGET - $1,500

Support for race entries and beef apparel for Team Beef members as brand ambassadors for beef and inspiring a healthier Montana.



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consumer information

Nutrition Program

IN-HOUSE

ESTIMATED BUDGET - $7,000

MBC will host a beef immersion experience for Registered Dietetic Interns and university staff. The program will share and direct health professionals to beef nutrition experts and information.

AAFCS-Montana

PARTNERSHIP

ESTIMATED BUDGET - $7,500

Funding will directly support beef purchases in Family and Consumer Science classrooms across Montana to enable teachers to train students about beef preparation.

Materials + Travel

IN-HOUSE

ESTIMATED BUDGET - $8,500

MBC will conduct consumer information activities and develop or utilize materials that educate consumers about beef, beef production, nutrition, preparation and the role of beef in a healthy diet.



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DOMESTIC MARKETING

The Beef Act was designed to carry out a coordinated program of promotion and research designed to strengthen the beef industry's position in the marketplace and to maintain and expand domestic and foreign markets and uses for beef and beef products. Montana Beef Council will conduct marketing efforts through partnership and collaboration with national organizations and other entities to further build demand for beef.



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domestic marketing

Federation of SBCs

PARTNERSHIP

ESTIMATED BUDGET - $96,000

The partnership between the state beef councils (SBCs) and the Federation pools Checkoff dollars to conduct demand-building programs on a national scale. The partnership continues to build demand by following a unified plan, supplementing tactics within the Beef Checkoff's Authorization Requests and providing services to all state beef councils. These funds will support several programs including Beef Quality Assurance (BQA), SBC Director Orientation, and Nutrition Seminar Program. These programs communicate to consumers and supply chain decision makers about the benefits of animal care programs; strengthen relationships with beef producers and industry stakeholders; promote the role of beef in a healthy and sustainable diet; and educate health professionals about beef and beef production. In addition to the funds invested which supplement the integrated state/national plan, funds also provide state services and support the governance of the Federation. A variety of free services are available to SBCs, including creative and design services, communications assistance, IT and website support, human resources facilitation, as well as staff and leadership development, training and education.

Materials + Travel

IN-HOUSE

ESTIMATED BUDGET - $30,000

Each year the MBC board elects three board members to serve on national committees to direct the national portion of the Beef Checkoff 50-cents and represent Montana at national meetings.



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FOREIGN MARKETING

According to the Beef Act, foreign marketing means application of checkoff-funded promotion, research, consumer information and industry information programs in international markets, with the purpose of developing, maintaining and increasing worldwide acceptance and sales of U.S. beef and beef products. This includes country-specific programs aimed at expanding market penetration, gaining new market access, addressing global consumer issues and building trust in the image of the U.S. beef industry.



BEEF

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foreign marketing

USMEF

PARTNERSHIP

ESTIMATED BUDGET - $100,000

The Montana Beef Council will support the U.S. Meat Export Federation as they conduct market access and market development activities to enhance foreign marketing and education in international markets.
MBC will designate and send USMEF representatives to national committee meetings to represent Montana.

Materials + Travel

IN-HOUSE

ESTIMATED BUDGET - $15,000

Montana Beef Council will participate in appropriate foreign marketing activities, meetings and opportunities that support the development and expansion of international markets for U.S. beef.



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INDUSTRY INFORMATION

According to the Beef Act, industry information means information and programs that lead to development of new markets, marketing strategies, increased efficiency, and activities to enhance the image of the cattle industry.



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industry information

MFBF Fusion Conference

PARTNERSHIP

ESTIMATED BUDGET - $1,500

Montana Beef Council will support participation in the MFBF FUSION Conference as an opportunity to engage agricultural leaders and provide education about beef, the beef industry and the Beef Checkoff.

Youth Ag Education

IN-HOUSE

ESTIMATED BUDGET - $1,000

The Montana Beef Council will engage youth through agricultural education programs that build awareness of beef production, promote career pathways in agriculture and foster the next generation of industry advocates.



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industry information

Industry Education

IN-HOUSE

ESTIMATED BUDGET - $4,000

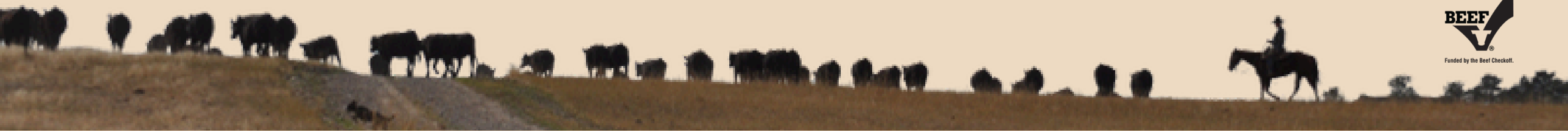
The Montana Beef Council will deliver timely education and safety updates to ensure the public remains informed of best practices, industry standards and emerging issues affecting beef production and promotion.

Materials + Travel

IN-HOUSE

ESTIMATED BUDGET - $4,500

Montana Beef Council will participate in issue response strategies, monitor issues and provide appropriate insight about beef and beef production practices. MBC will develop or provide materials to enhance the image of the cattle industry.



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PRODUCER COMMUNICATION

This program area is designed to provide information to producers about how their checkoff dollars are invested, and the results of these investments. This includes the Beef Board annual report, informational advertising in print, on radio and on television, e-mail communications, coordination with beef and dairy industry media, direct communications with producers, and semiannual surveys of producers about what they want from their checkoff.



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producer communication

PARTNERSHIP

Producer Relations

ESTIMATED BUDGET - $50,000

In collaboration with the Northern Ag Network and the Western Ag Network, Montana Beef Council will develop radio spots and distribute to stations in the listening areas throughout Montana. Interviews and additional media assets will assist in sharing the message with Beef Checkoff investors.

IN-HOUSE

Activities, Travel + More

ESTIMATED BUDGET - $13,500

Montana Beef Council will convey how checkoff dollars are spent on the state, national and international level, and will develop and publish an annual report. MBC members will seek opportunities to engage and inform producers about their checkoff investment while also traveling to attend producer meetings and industry tradeshows.



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PROMOTION

According to the Beef Act, promotion means any action aimed at advancing the image and desirability of beef and beef products with the express intent of improving the competitive position and stimulating sales of beef and beef products in the marketplace. Among checkoff programs in promotion are paid consumer advertising; retail and foodservice marketing; food-media communications; veal marketing; new-product development; beef recipe development; and other culinary initiatives.



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promotion

Montana CattleWomen

PARTNERSHIP

ESTIMATED BUDGET - $4,500

The Montana Beef Council will support Montana CattleWomen promotional and educational programs through beef demonstrations, tradeshows and local events.

Bobcat Sports Properties

PARTNERSHIP

ESTIMATED BUDGET - $7,500

Montana Beef Council will host Beef Night at the Montana State University Spring Rodeo with digital, on-site and consumer-facing activities designed to showcase beef and connect beef with Montana State University students, fans, families and rodeo audiences.

Meat Processors' Association

IN-HOUSE

ESTIMATED BUDGET - $1,700

Montana Beef Council will support the association's members with materials, resources and educational opportunities to enhance meat processing. MBC will also host and help promote a statewide monthly contest and giveaway for beef and beef products.



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promotion

College Football Tailgates

IN-HOUSE

ESTIMATED BUDGET - $4,000

MBC will beef up football fans at one game at each major university to showcase beef as an ideal tailgating food and highlight the beneficial nutritional profile of beef for fans and athletes.

MHSA's Preferred Protein

PARTNERSHIP

ESTIMATED BUDGET - $30,000

Through the MBC partnership, beef will be the Preferred Protein of the MHSA and will be featured throughout the school sports seasons and as the Team of the Month sponsor. MBC will be featured at three different all-class state championship sports tournaments and promoted through website, email, social media, PA announcements, a booth display and a beef fueling station for student-athletes.



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promotion

Wentana, LLC

PARTNERSHIP

ESTIMATED BUDGET - $2,500

A multimedia awareness campaign encouraging consumers to eat more beef and celebrate Beef Month.

Materials + Travel

IN-HOUSE

ESTIMATED BUDGET - $14,000

MBC will seek and develop promotional opportunities and activities to build beef demand.



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MBC BOARD OF DIRECTORS



Jake Callantine
President



Justin Iverson
Vice President



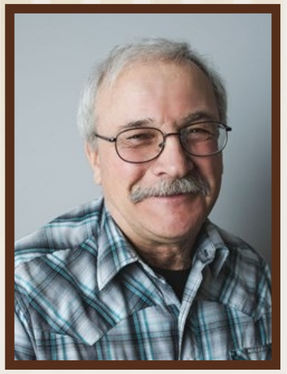
Corey Schultz



Andy Tuss



Wes Jensen



Ken Morris



Andy Kellom



Travis Choat



Charlie Hollenbeck



Debbie Andersen



Trent Stoltz



Pamela Bilyeu

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The Montana Beef Council was created in 1954 by cattlemen as a marketing organization for the Montana beef industry and to support national beef marketing. Agriculture is Montana's largest industry and the livestock sector is a large segment of the agriculture industry. Cattle production makes up the biggest portion of the livestock sector. Specifically, MBC seeks to identify opportunities and implement programs, which enhance the attributes of beef, and the beef industry as viewed by the consumer in an effort to strengthen the cattle industry across the state of Montana.

A 12-member board of directors guides MBC. This Fiscal year, the Council will consist of the following representing organizations: Montana Stockgrowers Association (two), Montana Angus Association, Montana Cattlemen's Association, Montana CattleWomen, Cattle Feeders, Meat Packer/Processor, Montana Farm Bureau Federation, Montana Farmers Union, Retailer, Dairymen and Montana Livestock Auction Markets.

This marketing plan was created to define the objectives of MBC and outline its plan of work for the coming year. The plan serves as a roadmap, which will best utilize available dollars and limited staff to accomplish MBC's mission. The basic mission is to increase consumer demand for beef, to generate positive attitudes about the beef industry and to keep the producers that pay the Checkoff informed about their investment.

MBC income is generated from Montana's 50 cent in-state portion of the $1 per head Checkoff collected on the sale of all Montana bovine animals. It is mandatory that fifty cents of the Beef Promotion and Research Order $1 collected be sent to the Cattlemen's Beef Board. At the discretion of the Montana Beef Council a percent of the money collected that could remain in-state will be sent to the Federation of State Beef Councils in support of national consumer marketing efforts and the U.S. Meat Export Federation to support U.S. beef marketing efforts around the world.

MBC is entitled to representatives who serve as directors on the Federation and who, along with the Executive Director, serve on Federation committees to help shape the national programs. MBC is also entitled to representation with the U.S. Meat Export Federation to provide input on their international beef marketing plans.

MBC is one of 44 state beef councils organized to collect the national beef Checkoff initiated on October 1, 1986. An investor referendum was held on May 10, 1988 to determine the future of this program. Secretary of Agriculture Lyng announced the positive passing of the referendum on May 27, 1988 by a 79% majority. Montana cattlemen approved the continuation of the program with a 75.4% positive vote.

This Marketing Plan begins with an overall mission statement. It is a statement outlining the ultimate and central goal to be achieved through planning. In this way, the mission statement becomes the focus of industry activity.

The plan is divided into multiple program areas, based on the Beef Promotion and Research Act and Order: collections and compliance, consumer information, domestic marketing, foreign marketing, industry information, producer communication, promotion and research. Each program area is tied to our overall strategic plan and includes the project details and estimated expenses. Partnerships with Montana Beef Council require evaluation to monitor the programs.

All the programs funded with checkoff dollars in Montana must meet the criteria set forth in the Beef Promotion and Research Act and Order. The Montana Beef Council Fiscal Year 2027 Marketing Plan was approved by the Board of Directors in October 2026.

ARMS #110926-07

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