

**Montana Beef Council Board of Directors Meeting Minutes
May 11, 2026 | Virtual**

Call to Order, Roll Call: President Andy Kellom called the meeting to order at 12:08 p.m., welcomed attendees, and conducted roll call.

Members Present:

Andy Kellom (President), Montana Cattle Feeders; Jake Callantine (Vice President), Montana Angus Association; Wes Jensen, Montana Farm Bureau Federation; Justin Iverson, Montana Stockgrowers Association; Andy Tuss, Montana Food Distributors Association; Pamela Bilyeu, Montana CattleWomen Inc.; Debbie Andersen, Montana Dairy Association; Travis Choat, Montana Stockgrowers Association; Ken Morris, Montana Cattlemen's Association; Jake Newton (for Corey Schultz), Montana Livestock Auction Market Association; Kinley Hartman, USDA; Ben Peterson, CBB. Staff: Chaley Harney, Sue Broyles, Tammy Bridges, Al Koenig. Guests: none.

Not present- Trent Stoltz, Montana Farmers Union; Charlie Hollenbeck, Montana Meat Processors Association; Brett Dailey, ex-officio; Verna Billedeaux, CBB; Anna Sponheim, staff.

Approval of Agenda: President Andy Kellom asked if there were any additions or amendments to the agenda. Debbie Andersen moved to approve the agenda and Pamela Bilyeu seconded. Motion passed.

Approval of Minutes: President Andy Kellom asked if there were any additions or amendments to the minutes. Justin Iverson moved to approve the minutes from the April 14, 2026 meeting and Jake Callantine seconded. Motion passed.

Financial Reading: Business Manager Sue Broyles shared MBC's financial standing as of April 30, 2026 with the members.

MBC Contractor Midyear Status Report: The board reviewed the status of each contractor at the halfway point through the fiscal year.

Montana Beef Council Strategic Plan: The board reviewed a summary of the results from the strengths, opportunities, aspirations, and results survey completed by all the board members. Per direction from the previous meeting, the proposed strategic plan was revised, and the board discussed the changes. After further review, adjustment, and discussion, President Andy Kellom asked for board approval. Jake Callantine moved to adopt the 2026-2029 Montana Beef Council Strategic Plan. Justin Iverson seconded. Motion passed.

The plan will be updated online and shared with any potential contractors with a request for proposals due by August 1, 2026.

<p>MISSION</p> <p>Drive consumer demand for beef and beef products to create profit opportunities for Montana cattle and beef producers.</p> <p>VISION</p> <p>To be the protein of choice around the world, trusted and respected for our commitment to quality, safety and sustainability.</p>	<h2 style="text-align: center;">Montana Beef Council 2026-2029 Strategic Plan</h2> <p>INCREASE DEMAND THROUGH TARGETED ENGAGEMENT</p> <ul style="list-style-type: none">❖ <i>Increase frequency of beef consumption by reaching the right audiences with meaningful engagement.</i> <p>STRENGTHEN TRUST IN BEEF</p> <ul style="list-style-type: none">❖ <i>Ensure beef remains a trusted, relevant choice in a changing food environment.</i> <p>FOCUS INVESTMENTS FOR MAXIMUM IMPACT</p> <ul style="list-style-type: none">❖ <i>Seek high-impact data-driven partnerships that are measurable and return value to Montana producers.</i>❖ <i>Leverage partnerships to expand demand and market access.</i> <p>DELIVER VALUE TO MONTANA PRODUCERS</p> <ul style="list-style-type: none">❖ <i>Support sustainable industry outcomes for producer thriving. Ensure producers clearly see the impact and return on their Beef Checkoff investment.</i>
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Presenting Sponsor Opportunity: The board reviewed a draft proposal by the Billings Cattle Punchers Hockey League to be the presenting sponsor. The board suggested that they utilize the current funding request process and submit a funding request by August 1, 2026 for consideration.

Adjournment: President Andy Kellom asked if there was any further business to come before the board and seeing none, he called for adjournment. Travis Choat moved and Debbie Andersen seconded. Motion passed. The meeting was adjourned at 1:07 p.m.

Next Meeting: June 8 (virtual)