

**Montana Beef Council Board of Directors Meeting Minutes  
May 15, 2024 | Montana Beef Council Office, Billings**

**Call to Order, Welcome and Introductions:** President Andy Kellom called the meeting to order at 8:16 a.m., led the Pledge of Allegiance, welcomed attendees, and asked for introductions.

**Members Present:** Andy Kellom (President), Montana Cattle Feeders; Travis Choat (Vice President), Montana Stockgrowers Association; Justin Iverson, Montana Stockgrowers Association; Jake Callantine, Montana Angus Association; Wes Jensen, Montana Farm Bureau Federation; Charlie Hollenbeck, Montana Meat Processors Association; Corey Schultz, Montana Livestock Auction Market Association; Andy Tuss, Montana Food Distributors Association; Debbie Andersen, Montana Dairy Association; Ken Morris, Montana Cattlemen's Association; Trent Stoltz, Montana Farmers Union; Pamela Bilyeu, Montana CattleWomen Inc. Staff: Chaley Harney, Sue Broyles, Tammy Bridges, Anna Sponheim. CBB: Steve Hobbs. USDA: Kinley Hartman (virtual). Not present: Al Koenig, staff; Brett Dailey, ex-officio; Ben Peterson, CBB, Verna Billedeaux, CBB.

**Approval of Agenda:** President Andy Kellom asked if there were any additions or amendments to the agenda. Jake Callantine moved to approve the agenda as printed and Justin Iverson seconded. Motion passed.

**Approval of Minutes:** President Andy Kellom asked if there were any additions or corrections to be made to the minutes from the December 18, 2023 meeting. Wes Jensen moved to approve the minutes as mailed and Justin Iverson seconded. Motion passed.

**Financial Reading & Investment Update:** Business Manager Sue Broyles shared MBC's financial standing as of April 30, 2024 with the members and reviewed current investments.

**Correspondence:** The most recent correspondence received at the office was passed around and reviewed by members.

**Officer Reports:**

**President-** Andy Kellom shared that he has been active at the Federation level and was elected as a member of the Beef Promotion Operating Committee. He reported that the executive committee had monitored the recovery from a cyber-attack that occurred in January at the office. The executive committee also approved for a board member to attend a USMEF market tour and noted the budget will be amended at the end of the year.

**Vice President-** Travis Choat shared that he has stayed in contact with the office for updates.

**Officer Reports (continued):**

**Executive Director-** Chaley Harney provided a review of projects over the last few months and a status update on all contractors with reminders for upcoming events. Chaley noted the Word-of-Mouth Worksheet for members to utilize on the back of their agendas and highlighted the updated committee assignments, terms of office and member directory in the board packets.

**Federation Update:** Chaley reminded board members that the Federation Director reports were included in board packets.

**International Update:** Jake Callantine reported on his attendance to Seoul, South Korea and Tokyo, Japan as part of the U.S. Meat Export Federation's Beef Leadership Tour.

**USDA Agriculture Marketing Service Update:** Kinley Hartman gave a brief update about the ongoing Administrative Procedures Act lawsuit and additions to USDA staff.

**School Foodservice Tour:** MBC Board Members traveled to Ben Steele Middle School to learn more about the school lunch program.

**Working Lunch:**

**Beef for Backpacks Update-** Jenny Stovall shared the latest on her progress with getting beef sticks into the Backpack Program on a monthly basis. She expressed her interest in growing the concept and will be submitting a formal project funding request to MBC.

**Montana Cattle Promotion Program Update:** Taylor Brown reported on behalf of a working group that has been discussing and developing a concept for a statewide referendum to support a new assessment for Montana's cattle producers that would support Montana cattle, beef and beef byproducts promotion.

**Foodservice Distribution Warehouse Tour:** MBC Board Members traveled to the Sysco Montana Warehouse for a tour to better understand food distribution systems.

**Board Due Diligence:**

**2023 NCBA Audited Financials, Negative Assurance Statement Review-** The board reviewed financial reports and during that review, nothing came to the attention that caused them to believe that funds invested were not expended in accordance with the requirements of the Beef Promotion and Research Order. Corey Schultz moved to approve, and Travis Choat seconded. Motion passed.

**Board Due Diligence (continued):**

**2023 USMEF Audited Financials, Negative Assurance Statement Review-** The board reviewed financial reports and during that review, nothing came to the attention that caused them to believe that funds invested were not expended in accordance with the requirements of the Beef Promotion and Research Order. Corey Schultz moved to approve, and Travis Choat seconded. Motion passed.

**Visionary Board Tasks and Governance:**

**MBC 2023-2025 Strategic Plan Review and Funding Request Launch-** The board reviewed the current strategic plan that included a vision and mission statement, strategic priorities, and goals for the upcoming fiscal year. This will remain in place until there is a new Beef Industry Long Range Plan to review. No changes were recommended. The information will be communicated to potential partners for the upcoming fiscal year.

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

**Mission Statement-** Enhance profit opportunities for Montana cattle and beef producers by increasing demand for beef and beef products.

**Strategic Priorities** (in no order)

Grow consumer trust in beef & beef production.  
Promote and capitalize on the multiple advantages of beef.  
Drive growth in beef exports.  
Inform & educate beef checkoff investors.

**Goals** (in no order)

Increase the frequency of consumers choosing beef.  
Retain beef's position as a leader in the market.  
Turn our "beef believers" into advocates.  
Reinforce beef's value proposition.

**Open Reports and Comments:** President Andy Kellom asked if any attendees had additional reports or comments to share.

Rob Oberlander, Montana Cattle Company shared details about his project to market Montana beef to South Korea and Japan.

**Adjournment:** President Andy Kellom asked if there was any further business to come before the board and seeing none he called for adjournment. Justin Iverson moved to adjourn, and Jake Callantine seconded. Motion passed. The meeting was adjourned at 3:18 p.m.

**Next Meeting:** The next regularly scheduled board meeting will take place on August 21-23, 2024, in Billings, MT. Tentatively, the promotion and budget committees will begin meeting on the afternoon of August 21, followed by the remaining committees and the rest of the promotion committee meetings on August 22. The full board will meet on August 23 to review and approve the new fiscal year budget and marketing plan, along with other regular business meeting items.