



MARKETING PLAN  
FY 2021

# *Montana Beef Council*



# ***Mission Statement***

---

The Montana Beef Council is organized to protect and increase demand for beef and beef products through state, national and international beef promotion, research and education, thereby enhancing profit opportunities for Montana beef producers.



# *Strategic Priorities*

---

## **Promote and Strengthen Beef's Value Proposition**

- connect and communicate directly with consumers
- research and communicate beef's nutritional benefits

## **Grow Consumer Trust in Beef and Beef Production**

- protect beef's image
- engage beef advocates

## **Drive Growth in Beef Exports**

- promote unique attributes of U.S. beef

## **Inform and Educate Beef Checkoff Investors**

- communicate beef checkoff programs and results with investors



## *Collections & Compliance*

---

The Montana Department of Livestock will provide Montana Beef Council receipts to the Helena MBC office on a daily/or as arrives 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 CBB.

Estimated Budget- \$17,859

*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.*



# *Consumer Information*

---

## Nutrition Programing {In-house}

Market education materials to health influencers. Promote BeefItsWhatsForDinner.com as the definitive source on beef nutrition and science. Further develop Team Beef Montana.  
Estimated Budget- \$10,000

## Consumer Information Activities, Materials & Travel

Estimated Budget- \$7,000

## Montana Farm Bureau Federation {Partnership}

Support 3rd grade drawing contest for "Cattle of Montana" through printing costs and travel support for winning student to participate in agriculture tour at State Capitol.  
Estimated Budget- \$450

## Montana Association of Family and Consumer Science Teachers {Partnership}

Influence education professionals with beef materials, products and presentation to encourage use in classrooms.  
Estimated Budget- \$750

*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.*



# Consumer Information



Montana CattleWomen Educational Programs {Partnership}  
Support Montana CattleWomen educational programs through classroom presentations, local education and events, economical beef education and events, economical beef education and pasture-to-plate education.  
Estimated Budget- \$10,500

Fourth Grade Farm Fairs {Partnership}  
Funding supports beef meal and Farm Fair features beef education for 4th grade experiential learning for nearly 2,500 students plus chaperones and teachers.  
Estimated Budget- \$2,275

Backcountry Media {Partnership}  
Promotional and educational videos highlighting the full circle life of beef as well as specific beef cuts.  
Estimated Budget- \$7,500

REAL Montana {Partnership}  
Support and sponsorship of beef meals for multiple seminars during the agriculture and natural resources two-year program.  
Estimated Budget- \$4,750

*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.*



# *Domestic Marketing*

---

## Federation of State Beef Councils {Partnership}

Extend national assets with state support of creative materials and nationally produced radio and digital spots. Customize local campaign (digital, print and radio) when appropriate (i.e. retail and food service promotions). Promote our website and national consumer website in all in-state promotions. Expand consumer awareness of our digital properties. Designate and send Federation representatives to national committee meetings to represent Montana.

Estimated Budget- \$113,000

## Northeast Beef Promotion Initiative {Partnership}

Support planning and execution of one Northeast metro promotion to reach consumers with checkoff-funded recipes, infographics and cooking tips.

Estimated Budget- \$5,000

*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.*



# ***Foreign Marketing***

---

U.S. Meat Export Federation {Partnership}

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 80 countries of the global marketplace. MBC will designate and send USMEF representatives to national committee meetings to represent Montana.

Estimated Budget- \$111,100

*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.*



**ON AIR**

**NEWS  
TODAY**

# *Industry Information*

---

Beef Safety, Issues Management and Industry Information  
{In-house}

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

Estimated Budget- \$3,750

Montana Beef Quality Assurance {Partnership}  
Promote beef quality assurance training and best management practices through online and in-person training.

Estimated Budget- \$15,000

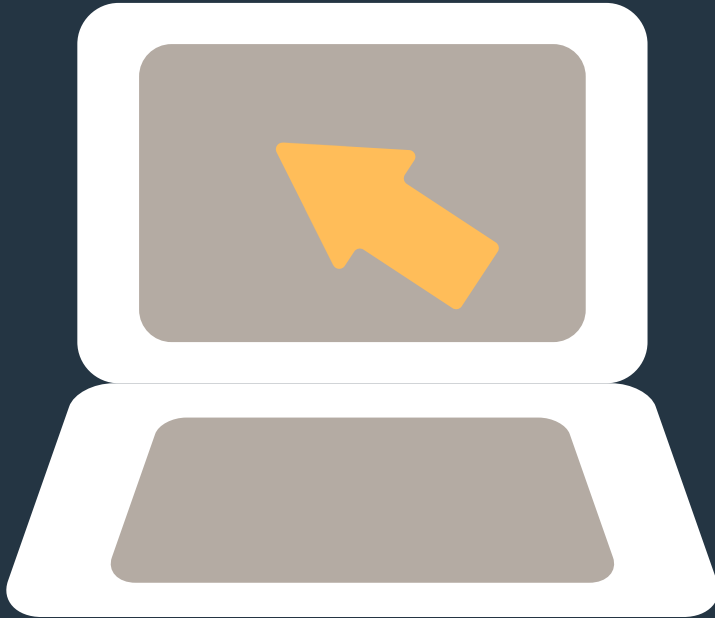
Montana FFA Foundation {Partnership}  
Montana Beef Council will provide beef meal, beef recipes and inspiration for attendees and checkoff investment presentation.

Estimated Budget- \$2,000

*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. Checkoff programs focusing on industry information include beef, veal and dairy quality assurance; issues management; and the National Beef Ambassador program.*

# *Industry Information*

---



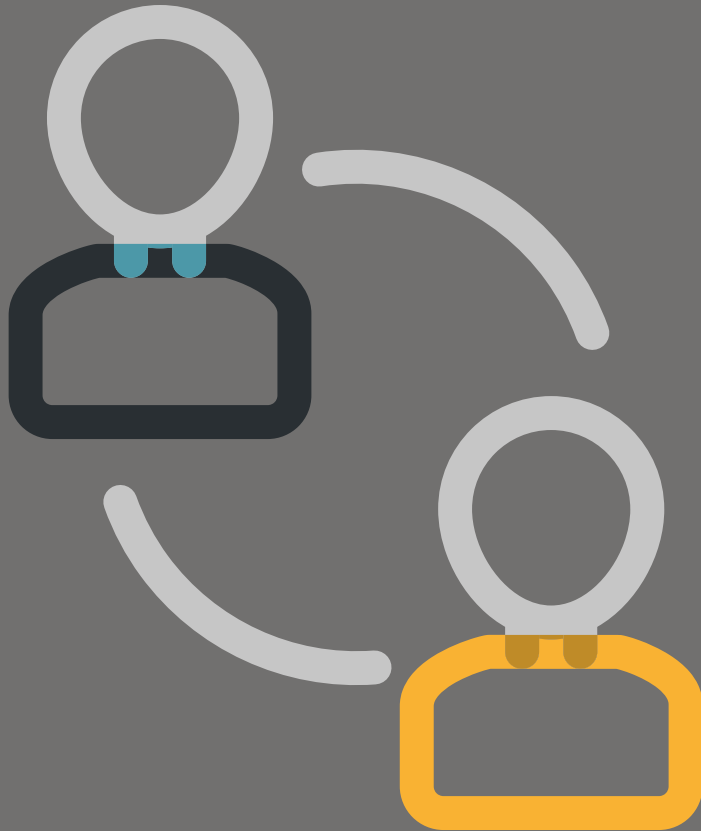
Young Ag Leadership Conference {Partnership}  
Montana Beef Council will provide beef meal, beef recipes and inspiration for attendees and checkoff investment presentation.  
Estimated Budget- \$1,000

Montana Environmental Stewardship Award Program {Partnership}  
Montana Beef Council will help select a deserving ranch operation that exemplifies environmental stewardship. Utilize the ranch spokesperson for presentations and general outreach about good stewardship practices. MBC will provide regional foodie influencers—chefs, restauranteurs, foodservice professionals, food/lifestyle bloggers and media—with a dynamic hands-on experience on a Montana cattle ranch with an ESAP award recipient.  
Estimated Budget- \$5,000

*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. Checkoff programs focusing on industry information include beef, veal and dairy quality assurance; issues management; and the National Beef Ambassador program.*

# *Producer Communication*

---



## Producer Radio Advertising {Partnership}

In collaboration with the Northern Ag Network and the Western Ag Network, Montana Beef Council will develop radio spots and distribute to stations in listening area throughout Montana.

Estimated Budget- \$45,600

## Montana Television Network {Partnership}

Develop content for multimedia campaign to be carried out statewide through television and digital advertising to communicate with consumers and checkoff investors.

Estimated Budget- \$75,000

## RANGE Magazine {Partnership}

Sponsorship and support of Red Meat Survivor articles.

Estimated Budget- \$1,500

*Producer communications is both a requirement of the order and what most producers want. 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.*

# *Producer Communication*

---



## Backcountry Media {Partnership}

Develop and produce a video to communicate to beef producers what their investment through the checkoff program can return for their business.

Estimated Budget- \$5,000

## Cattlemen's Beef Board {Partnership}

Support for Checkoff Communications Resource staffing.

Estimated Budget- \$10,000

## National and State Investor Relations, Annual Report, Tradeshow, Materials, Activities & Travel {In-house}

Use CBB and USDA approved material to convey how checkoff dollars are spent on the state, national and international level. MBC members will seek opportunities to engage and inform producers about their checkoff investment. Attend producer meetings as well as industry tradeshow.

Estimated Budget- \$11,500

*Producer communications is both a requirement of the order and what most producers want. 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.*

# Promotion

---



Montana CattleWomen Promotional Programs {Partnership}  
The Montana Beef Council will support Montana Cattlewomen promotional programs through beef tasting demonstrations and tradeshow.

Estimated Budget- \$4,000

Bobcat Sports Properties {Partnership}  
Digital beef advertising campaign directed towards football fans.

Estimated Budget- \$6,000

Grizzly Sports Properties {Partnership}  
Digital beef advertising campaign directed towards football fans.

Estimated Budget- \$7,000

Montana Meat Processors Association {Partnership}  
Montana Beef Council will support the innovative beef competition at the annual convention to encourage new ways to sell different beef products and recipe development. MBC will also help promote a monthly drawing contest for statewide beef and beef products giveaway.

Estimated Budget- \$2,000

*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.*

# Promotion

---



## Northern News Network {Partnership}

A regional consumer radio program where the MBC consumer advertising message is played inside existing program as well as utilizing television for consumer messaging.

Estimated Budget- \$26,100

## Montana BBQ Cook-off {Partnership}

Beef promotion before and throughout event with funding supporting beef category winner.

Estimated Budget- \$5,000

## Wentana, LLC {Partnership}

A multimedia awareness campaign encouraging consumers to eat more beef.

Estimated Budget- \$2,500

## KULR 8 and KGHl {Partnership}

Monthly video tours of regional steakhouses.

Estimated Budget- \$9,000

## Stevensville Heritage Days {Partnership}

Chuckwagon cooking competition featuring beef and beef sampling.

Estimated Budget- \$2,000

*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.*



# Promotion

---



Cat Country KCTR 102.9 {Partnership}

Consumer radio and digital campaign focusing on family dinner time, called "Home for Dinner."

Estimated Budget- \$6,000

Montana State University Extension {Partnership}

Develop and promote a statewide beef directory for consumers.

Estimated Budget- \$8,000

Foodservice Promotion {In-house}

Engage and support Montana foodservice industry through promotion and collaboration. Share menu concepts, recipe ideas, cut instruction and educational materials to support their beef service to consumers.

Estimated Budget- \$10,000

Retail Promotion {In-house}

Engage and support

Montana retail distributors through promotion and collaboration. Share cutting demonstrations, educational materials, on-pack labeling options, sampling, printed materials and digital offerings to support their beef sales and promotions.

Estimated Budget- \$15,000

Regional Promotion, Activities, Materials & Travel {In-house}

Seek and develop promotional opportunities and activities to build beef demand.

Estimated Budget- \$9,000

*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.*

# *MBC Board of Directors*



Top Row (L to R): Jimmy Taber, Kiley Martinell (President), Brett Dailey (VP), Kathy Creighton-Smith.

Middle Row (L to R): Corey Schultz, Bill Cok, Gary Wold, Travis Choat.

Bottom Row (L to R): Andy Tuss, Andy Kellom, Shane Flowers, Heather Fryer.

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. In FY2021, 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 in Fiscal Year 2021 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: 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 priorities and includes the project details, evaluation expectation and estimated expenses.

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 2021 Marketing Plan was approved by the Board of Directors on September 25, 2020.

# MONTANA BEEF COUNCIL

MontanaBeefCouncil.org | (406) 656-3336 |

