

# Montana Beef Council



#### Mission Statement

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

### Strategic Priorities

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

-align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production

#### **Promote & Capitalize on the Multiple Advantages of Beef**

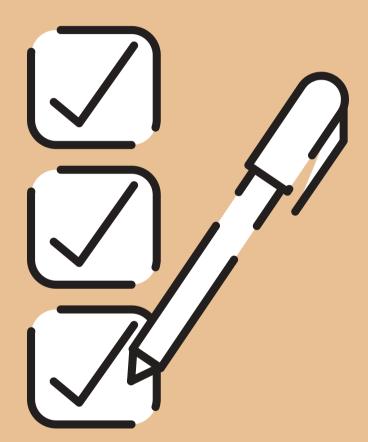
-implement a marketing campaign that communicates beef's advantages compared to alternative proteins -promote innovative online marketing, packaging and shipping solutions to enable the direct marketing of beef

#### **Drive Growth in Beef Exports**

-collaborate with targeted partners to promote U.S. beef in foreign markets

#### **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- \$18,809

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.





Nutrition Programing (In-house)

Market education materials to health influencers. Promote BeefItsWhatsForDinner.com as the definitive source on beef nutrition and science. Support Team Beef Montana.

Estimated Budget- \$10,000

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.

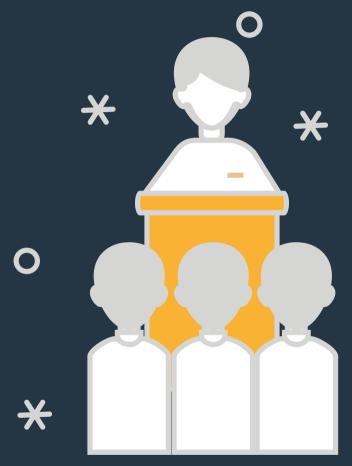
Estimated Budget-\$450

Montana 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- \$12,000

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



Fourth Grade Farm Fairs {Partnership}

Funding supports beef meal and Farm Fair features beef education for 4th grade experiential learning for nearly 1,000 students plus chaperones and teachers.

Estimated Budget- \$1,300

Wise Wonders Children's Museum {Partnership}
Interactive grocery store and beef case display for children's museum.
Estimated Budget- \$5,500

Backcountry Media (Partnership)

Promotional and educational videos highlighting the lifecycle of beef as well as specific beef cuts.

Estimated Budget- \$5,000

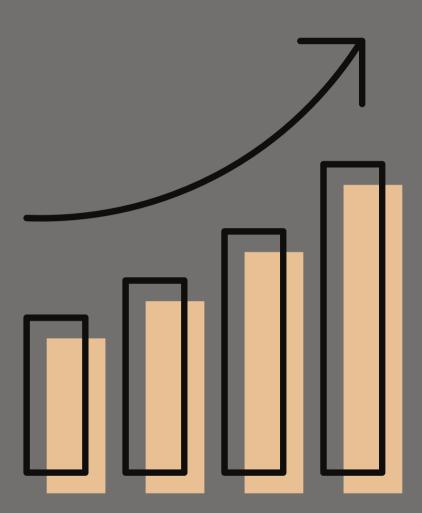


Resource, Education & Agriculture Leadership Montana {Partnership} Support and sponsorship of alumni boot camp featuring industry speakers and beef meals.

Estimated Budget- \$2,500

Consumer Information Activities, Materials, Intern & Travel Estimated Budget- \$16,500

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## 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 and staff to national committee meetings to represent Montana.

Estimated Budget- \$116,000

Northeast Beef Promotion Initiative {Partnership} Support efforts to engage experts with influence to tell the positive story of beef cattle production. Estimated Budget- \$12,000

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 fund a targeted retail/foodservice promotion in the Japanese market as well. MBC will designate and send USMEF representatives to national committee meetings to represent Montana.

Estimated Budget- \$141,100



## Industry Information

Beef Safety, Issues Management and Industry Information Activities, Materials and Travel

{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- \$20,000

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



## Industry Information

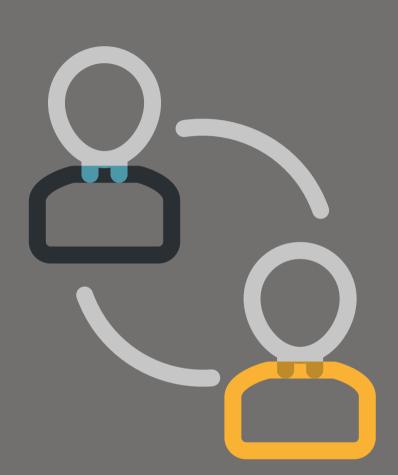
Montana Farm Bureau Federation Young Farmers & Ranchers Leadership Conference {Partnership}

Montana Beef Council will provide beef meal, beef recipes and inspiration for attendees and checkoff investment presentation. Estimated Budget- \$1,000

Montana CattleWomen's Ranch Run {Partnership}

Montana Beef Council will support efforts to host a 25-mile race through public and private land managed by multi-generational ranch families while incorporating environmental and nutritional benefits of beef.

Estimated Budget- \$500



#### 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- \$40,000

National and State Investor Relations, Annual Report, Tradeshows, 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. Travel and attend producer

Estimated Budget- \$12,200

meetings as well as industry tradeshows.

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.



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

Estimated Budget- \$7,000

Bobcat Sports Properties (Partnership)

Multimedia beef advertising campaign directed towards football fans.

Estimated Budget- \$12,500

Grizzly Sports Properties (Partnership)

Multimedia beef advertising campaign directed towards football fans.

Estimated Budget- \$12,500

Montana Meat Processors Association (In-house)

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 host and 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.



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- \$28,800

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

Townsquare Media (Partnership)

Interactive recipe contest for radio and online listeners.

Estimated Budget- \$4,800

Stevensville Heritage Days {Partnership}

Chuckwagon cooking competition featuring beef and beef sampling.

Estimated Budget- \$2,000

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Montana High School Association {Partnership} Television advertising within the NFHS Network. Estimated Budget- \$5,000

Montana Pitmaster Classic {Partnership}
Beef promotion before and throughout event with funding supporting beef category winner.
Estimated Budget- \$2,000

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

Spectrum Reach {Partnership}
Addressable display campaign to target Montana consumers.
Estimated Budget- \$14,400

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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- \$10,000

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#### MBC Board of Directors



Front Row (L to R): Heather Fryer, Brett Dailey (President), Kiley Martinell,
Bill Cok, Kathy Creighton-Smith, Wes Jensen, Andy Tuss.
Back Row (L to R): Corey Schultz, Andy Kellom (Vice President), Ken Morris, Travis Choat.
Not pictured: Shane Flowers.

#MontanaLovesBeef

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 2022 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 2022 Marketing Plan was approved by the Board of Directors on September 24, 2021.

# COUNCIL

MontanaBeefCouncil.org | (406) 656-3336 | 📻





