



Marketing Plan
FY 2026

MONTANA BEEF COUNCIL



Vision

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



Mission

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



Priorities

Grow Consumer Trust in Beef and
Beef Production

Promote & Capitalize on the Multiple
Advantages of Beef

Drive Growth in Beef Exports

Inform and Educate Beef
Checkoff Investors

Goals

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



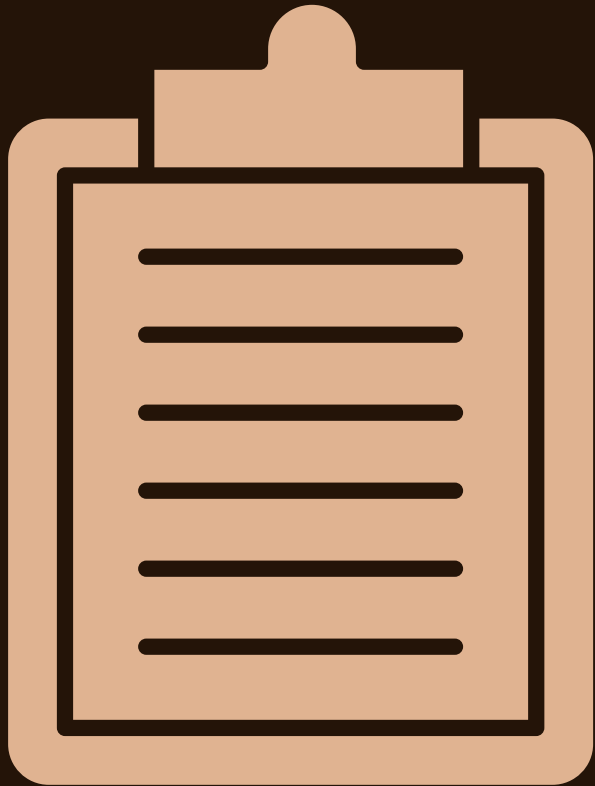
Collections & Compliance

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 Cattlemen's Beef Board. Work includes contract for services with the Department of Livestock, brand inspector appreciation, travel, and collection materials.

Estimated Budget- \$16,409

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.

Collections & Compliance



USDA Oversight

USDA Agricultural Marketing Service (AMS) has an obligation to ensure that Beef Checkoff funds are expended appropriately 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, and AMS is therefore directly responsible for overseeing the operations of the Beef Board. The Beef Board is authorized to certify a state entity as a Qualified State Beef Council ("QSBC") and has so certified MBC as the QSBC for the State of Montana, such that MBC receives a portion of national checkoff assessment payments collected within that State. Further, AMS has an interest in ensuring that MBC is appropriately expending its checkoff dollars and provides direct oversight to that effect.

Estimated Budget- \$6,000

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Consumer Information



Montana Association of Family & Consumer Sciences {Partnership}
Support for annual FCS teachers' conference, culinary demonstration, and beef education.

Estimated Budget- \$1,200

National Cattlemen's Beef Association Digital Media {Partnership}
Through the media placement team, Beef. It's What's For Dinner. consumer education and promotion assets are utilized for digital media outreach on a large scale, providing analytics and targeted advertising.

Estimated Budget- \$30,000

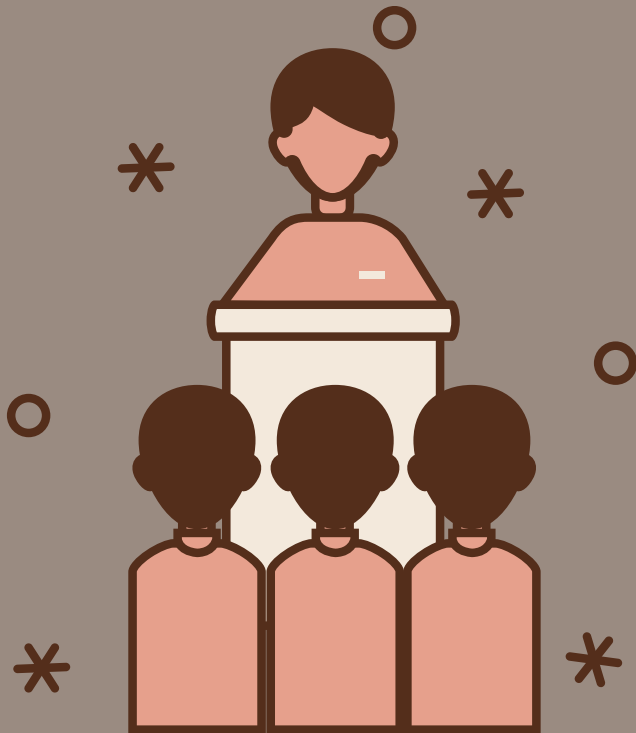
MT School Nutrition Association Conference {In-House}

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

Estimated Budget- \$4,000

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



Gallatin Valley Farm Fair {Partnership}

Funding supports beef education for 4th grade experiential learning for over 1,500 students, chaperones, and teachers.

Estimated Budget- \$2,000

Resource, Education & Agriculture Leadership Montana {Partnership}

Training and beef advocacy development for influential Montana leaders from the agriculture and natural resources industries.

Estimated Budget- \$3,500

Team Beef Montana {In-House}

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

Estimated Budget- \$1,000

Nutrition Program {In-House}

Host a beef immersion experience for Registered Dietetic Interns and university staff. Share and direct health professionals to beef nutrition experts and information.

Estimated Budget- \$7,000

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Consumer Information

American Association of Family and Consumer Sciences-Montana
{Partnership}

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

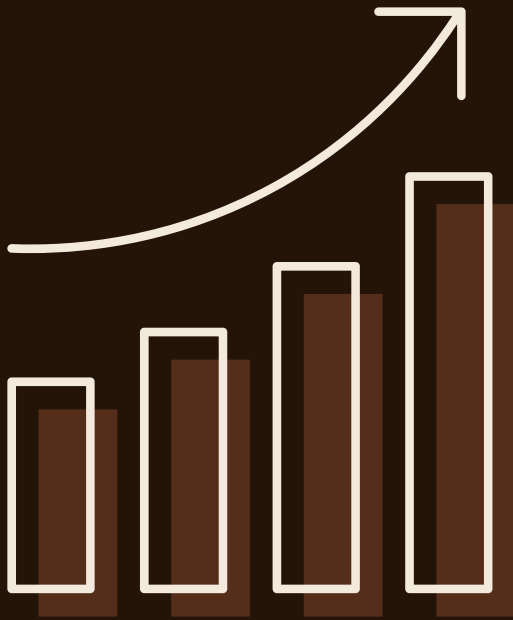
Estimated Budget- \$7,851

Consumer Information Activities, Materials, & Travel

Estimated Budget- \$8,000

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Domestic Marketing



Federation of State Beef Councils {Partnership}

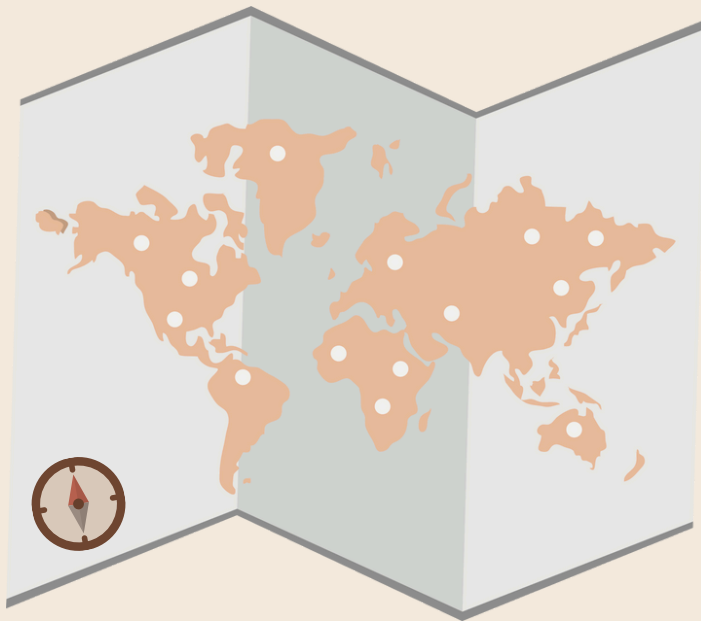
The partnership between the state beef councils (SBCs) and the Federation pools Checkoff dollars to conduct demand-building programs on a national scale. The partnership continues to build demand by following a unified plan, supplementing tactics within the Beef Checkoff's Authorization Requests and 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 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.

Estimated Budget- \$96,000

Domestic Marketing Activities, Materials, & Travel

Estimated Budget- \$35,000

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- \$108,600

Foreign Marketing Activities, Materials, & Travel

Estimated Budget- \$15,000

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.

Industry Information

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- \$3,500

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

Montana Beef Council will provide a producer education presentation and advocacy insights for attendees.

Estimated Budget- \$1,500

Industry Education {In-House}

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.

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.

Industry Information



Environmental Stewardship Award Program {Partnership}

Each year the Montana Stockgrowers Association honors a Montana ranch that exemplifies environmental stewardship and demonstrates a commitment toward improved sustainability within the beef industry. MBC supports the award recipient and opportunity to compete at a regional and national level with their program application.

Estimated Budget- \$2,500

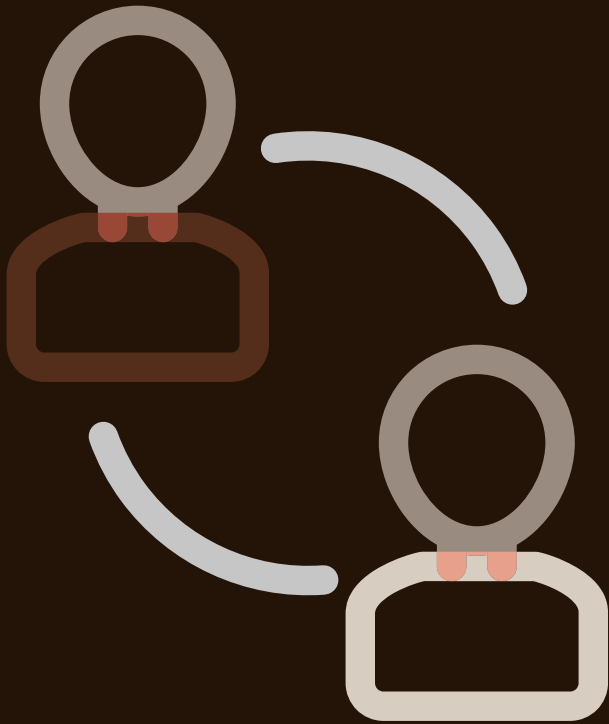
Youth Ag Education {In-house}

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.

Estimated Budget- \$1,500

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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 the listening areas throughout Montana. Interviews and additional media assets will assist in sharing the message with Beef Checkoff investors.

Estimated Budget- \$50,000

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. Develop and publish an annual report. MBC members will seek opportunities to engage and inform producers about their checkoff investment. Travel to attend producer meetings and industry tradeshows.

Estimated Budget- \$15,000

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 {Partnership}

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

Estimated Budget- \$5,000

Bobcat Sports Properties {Partnership}

MBC will host Beef Night at the Montana State University Spring Rodeo with a variety of digital and on-site activities.

Estimated Budget- \$7,500

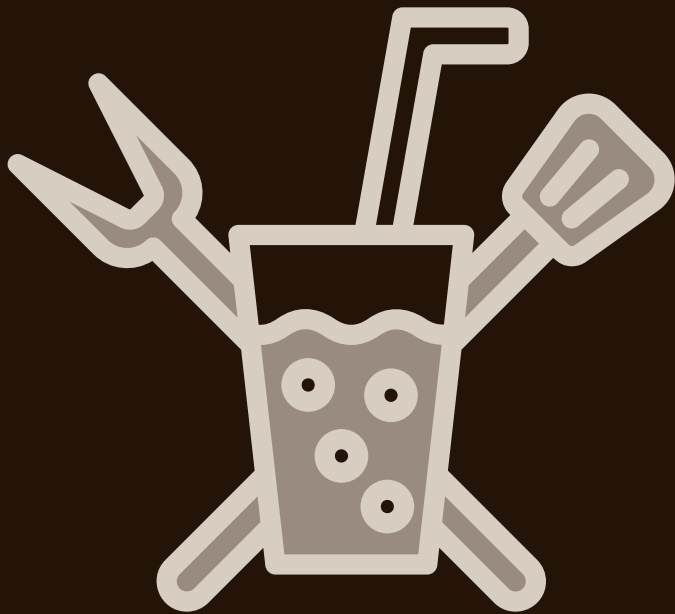
Montana Meat Processors Association {In-house}

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.

Estimated Budget- \$1,700

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



BeefFit Sticks for Backpacks {Partnership}

MBC will provide processing support to grow the number of beef sticks provided to the backpack program in Yellowstone County.

Estimated Budget- \$15,000

Wentana, LLC {Partnership}

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

Estimated Budget- \$2,500

College Football Tailgating {In-house}

MBC will beef up the 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.

Estimated Budget- \$4,000

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Promotion



Montana High School Association {Partnership}

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.

Estimated Budget- \$30,000

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

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

Estimated Budget- \$12,500

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MBC Board of Directors



Andy Kellom
President



Travis Choat



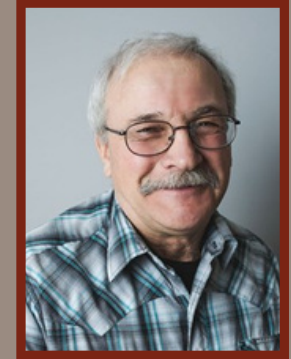
Corey Schultz



Andy Tuss



Wes Jensen



Ken Morris



Justin Iverson



Jake Callantine



Charlie Hollenbeck



Debbie Andersen



Trent Stoltz



Pamela Bilyeu

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 2026 Marketing Plan was approved by the Board of Directors in October 2025.



MONTANA

BEEF

COUNCIL

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