

Montana Beef Directory



This year, MBC launched an online Montana Beef Directory that is open to all ranchers across Montana and those selling beef directly to consumers. This directory not only features an interactive map for consumers to easily find beef near them, but also includes preparation tips and recipe inspiration. Montana beef producers can also receive helpful marketing materials from MBC like recipe brochures and fact sheets to include with beef purchases.

Montana Loves Beef Campaign



MBC launched a statewide multi-media campaign featuring the enhanced MBC brand and a Montana Loves Beef logo, videos, merchandise, and musical jingle. The campaign aimed to encourage beef purchases

and drive website/social traffic while showing appreciation for Montana's ranchers and remind consumers that beef is a top protein. The month-long campaign ran in print, digital, television and radio.

On YouTube, the campaign received more than 73,000 total impressions and more than 32,000 video views and surpassed both national (Beef Checkoff) and industry (Food/Consumer Packaged Goods) benchmarks. On Spotify, the ad received more than 55,000 audio listens at a highly efficient cost (just \$0.01 per listen).

2021 Montana Beef Council Board of Directors*



*The board is comprised of 12 appointed volunteers, representing various segments of the beef industry. Front Row: Heather Fryer, Brett Dailey (Vice President), Kiley Martinell (President), Bill Cok, Kathy Creighton-Smith, Wes Jensen, Andy Tuss. Back Row: Corey Schultz, Andy Kellom, Ken Morris, Travis Choat. Not pictured: Shane Flowers

2021 Montana Beef Council Staff

Chaley Harney, Executive Director
Sue Broyles, Business Manager
Tammy Bridges, Director of Collections and Compliance

Montana Beef Council

Detailed Statement of Revenues & Expenses
October 1, 2020 - September 30, 2021

REVENUE

Gross Assessment Revenues - \$1 checkoff:	
Montana	1,923,029
Other states	182,315
	2,105,344

LESS

Assessment Revenues Remitted:	
to Cattlemen's Beef Board	1,055,994
to Other States	14,001
Net Assessment Revenue	1,035,349

Interest and other income	9,436
---------------------------	-------

TOTAL REVENUE 1,044,785

EXPENSES

International Marketing Programs	112,329
Domestic Marketing Programs	147,804
Promotion	124,035
Consumer information	64,761
Industry information	34,799
Producer Communications	166,902
Collections	154,975
Total State Programs	545,472

Administration*	93,745
-----------------	--------

TOTAL EXPENSES 899,350

Excess of Revenue Over (Under) Expenses	145,435
---	---------

Excess of Budgeted Revenues Over (Under) Expenses	\$145,435
---	-----------

Fund Balance:	
Beginning of Period	\$1,646,461
End of Period	\$1,791,896

* Administration includes: USDA oversight, insurance, office lease, equipment, office supplies, postage, telephone, board expenses, travel, salaries and payroll taxes.

Stay social with us on:



Visit the



MONTANA BEEF COUNCIL
MERCANTILE
for branded gear!



montanabeefcouncil.org



Beef Enters Victory Lane at Daytona International Speedway



With the iconic proclamation "Drivers, start your engines!" given by Florida Beef Council Chairman, Flint Johns, the Beef. It's What's for Dinner. 300 got underway on Feb. 13, 2021, at Daytona International Speedway. When the green flag waved, engines roared, and it was clear that beef was the center of the track on race day. The Montana Beef Council, other state beef councils and the Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the 40th season-opening race for the NASCAR Xfinity Series.

The Beef. It's What's For Dinner. 300 logo could be seen throughout the race, including on the jumbotron, the track and even the pace cars. There were steak grilling demos for fans, giveaways, social media promotions and contests. In addition, a steak lunch was prepared for the U.S. Air Force Thunderbirds flight demonstration squad and members of the media.

Throughout the day, the race was shared broadly on social and traditional media and received significant attention. The Beef. It's What's For Dinner. 300 was included in more than 850 traditional media stories via outlets like Yahoo! Finance, ESPN and USA Today. The Beef. It's What's For Dinner. 300 was also mentioned in more than 12,500 posts on social media, reaching 66.3 million people.

When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the Beef. It's What's For Dinner. 300 trophy and a cooler full of Tomahawk Steaks. "Nothing like a beef dinner after a win at Daytona," said Cindric. "Victory Lane has never tasted better."

Beef in the Early Years



For the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers, to pack every bite with protein, iron, zinc and choline. Checkoff-funded research provided the foundational research to support beef's nutritional role in various life stages.

To capitalize on this monumental opportunity for beef, the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, along with numerous other state beef councils and MBC delivered educational toolkits to pediatrician offices and childbirth centers in Montana and across the country. A research brief detailing beef as a complementary first food and new consumer literature highlighting the beneficial role of beef's nutrients in the early years with simple infant and toddler feeding tips for parents and caregivers was provided directly to doctors, nurses, and other health professionals, along with their patients.

Broadcasting Beef



Beef advertisements made regular appearances on televisions across the state to help keep beef on grocery lists and menus. Over the past year, MBC brought beef to life through several partnerships that put beef front and center on camera. A video series called "Cowboy in the Kitchen" paired a chef and a cowboy to learn about beef preparation and cooking tips for consumers. Other digital videos were developed ranging from buying a half of a beef and pasture-to-plate production to be featured on MBC's social media properties.

Beef sizzled in the spotlight from May to September during the multimedia summer grilling campaign that also included a Montana Loves Beef Grilling Forecast that aired twice a week.

Dear Fellow Producers,



Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021, we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021 a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.

Sincerely,

Clay Burtrum
Stillwater, Oklahoma
Chair, Federation of State Beef Councils

BEEF

Funded by Beef Farmers and Ranchers

Beef Enters Victory Lane



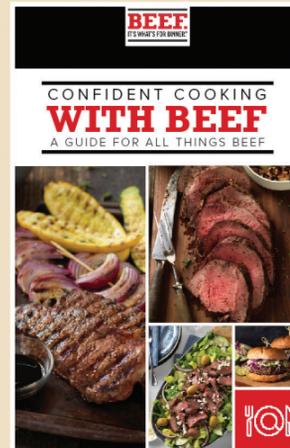
The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the *Beef. It's What's For Dinner. 300.* in February 2021. The race served as a unique opportunity to engage

with consumers through social media, television advertising, public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the *Beef. It's What's For Dinner. 300* trophy and a cooler full of Tomahawk Steaks.

Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the *BeefItsWhatsForDinner.com* website also featured beef grilling favorites and producer stories from across all 50 states.

Confident Cooking with Beef



Confident Cooking with Beef is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the benefits of beef. With tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.

Confident Cooking with Beef is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the

FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

PROMOTION – \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on *BeefItsWhatsForDinner.com* featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

CONSUMER INFORMATION – \$900,000

- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

INDUSTRY INFORMATION – \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

RESEARCH – \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



Pediatrician Outreach Extends Early Years Content



The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

Cattlemen's Beef Board Fiscal Year 2021 Expenditures

Promotion	\$8,641,332
Research	\$8,838,176
Consumer Information	\$8,160,511
Industry Information	\$3,138,923
Foreign Marketing	\$8,479,193
Checkoff Communications	\$171,679
Producer Communications	\$1,568,937
Program Evaluation	\$263,087
Program Development	\$316,474
USDA Oversight*	\$695,634
Administration	\$1,502,147
TOTAL EXPENSES	\$41,776,093

Unaudited numbers

*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$96,634 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.