



Montana Beef Council 2019 Annual Report



A note from the president...

Cattle are king in Montana and the Montana Beef Council (MBC) Board of Directors continually works to make sure beef stays that way! Through the support of the Montana ranchers that have signed their annual consent form, the MBC was able to carry out a limited number of programs that were impactful and demand-building to keep beef the first choice on more plates and menus.

During my two years as MBC President, I had a number of in-depth and meaningful conversations about the beef checkoff. And despite the ongoing lawsuit, I found great pleasure in the opportunity to really visit with fellow ranchers about our marketing program. This program has been in place for over thirty years and I think some of us in the industry may have grown a little complacent about it. Don't forget, you can easily find out what your checkoff dollars are doing by simply visiting with your fellow ranchers that are on the board, the MBC staff or the

MBC and Cattlemen's Beef Board websites. I take for granted how informed I have become over the last eight years on the board and wish everyone would make the time to attend one of our meetings; but if you can't and want to find out more, don't hesitate to ask. We are here to serve the industry.

I personally see great value in our beef export market and with ninety-seven percent of the world's population outside the United States, our focus on beef promotion and education efforts there is a logical choice to me. We also have a number of great programs that the MBC invests in domestically and right here in Montana, with the goal of getting great information about beef into our local consumers hands. The following beef promotion and education programs are just a few ways the consented beef checkoff dollars were invested in Montana for your benefit.

Sincerely,
Jim Taber, President

Hello, My Name is Chuck



Meet Chuck, the only all-knowing beef expert powered by Google Artificial Intelligence. He has the know-how of a rancher, the skills of a chef...and the sense of humor of a dad. In the past year, MBC staff and partners have utilized the technology of Chuck and shared the experience with partners like the Montana CattleWomen for their use at tradeshow and in classrooms. Chuck was also active at the Montana Fair in Billings where fair-goers could ask away with a wide variety of questions like, "How are cattle raised?" and "What can I make with ground beef?" Try it out for yourself at www.ChuckKnowsBeef.com.

Beef is Back...on TV



The Montana Beef Council invested in television advertising this year with thousands of ads being played all across the state at all times of day. The advertisements aimed to build awareness of the Montana Beef Council amongst Montana cattle ranchers, as well as share information about how to sign the annual consent form to allow for half of the beef checkoff dollars to remain in Montana.

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Dedicated to Quality



The mission of the Montana Beef Quality Assurance (BQA) program is to promote best management practices for cattle

producers in an effort to strengthen consumer confidence in beef as a wholesome food product. As a rancher, your livelihood depends on securing the consumer's trust. It doesn't matter whether your herd is large or small. Meat science research at Texas A&M University estimate there are 542 potential consumers just for the steaks and roast of a single beef animal.¹ Your management at the cow-calf and stocker level makes a significant difference in whether or not those 542 consumers have a good, wholesome eating experience. BQA is not about spending more money or buying into a here-today, gone-tomorrow trend. These proven beef quality practices are just better methods of doing the same jobs you're already doing. The main focus of the program is food safety. Eliminating residues, blemishes and foreign objects is critical to maintaining consumer confidence and acceptance of beef as the protein of choice in their diet.

¹Harris, J.J. & J.W. Savell. 1993. *Impact of carcass maturity on the tenderness of beef from young cattle*. Table 1. Texas A&M.

Man Your Stations!



For nearly 30 years, the Fourth Grade Farm Fair has been held in Ravalli County, and for twenty-three years the Montana Beef Council has been

there to support the busy day, making sure all the fourth graders that attend enjoy a delicious cheeseburger for lunch while they learn about agriculture and beef production. This concept has spread to other counties and communities and provides experiential learning for local fourth grade classes, their teachers and chaperones. The students will rotate through upwards of 20 stations in a day as they take in all that agriculture provides to nourish and clothe them throughout their day.

Cattlemen's Beef Board Representatives

Lynda Grande, Columbus
Turk Stovall, Billings
Katie Cooper, Willow Creek

Federation Representatives

Kathy Creighton-Smith, Florence
Andy Kellom, Hobson
Shane Flowers, Billings
Kiley Martinell, Dell

Montana Beef Council Staff

Chaley Harney, Executive Director
Sue Broyles, Business Manager
Tammy Bridges, Director of Collections and Compliance
Lisa Murray, Collection Specialist

Montana Beef Council Board of Directors*

*The board is comprised of 12 appointed volunteers, representing various segments of the beef industry. Top Row: Jimmy Taber (President), Kiley Martinell (Vice President), Brett Dailey, Kathy Creighton-Smith. Middle Row: Corey Schultz, Bill Cok, Gary Wold, Travis Choat. Bottom Row: Andy Tuss, Andy Kellom, Shane Flowers, Heather Fryer.



Montana Beef Council Detailed Statement of Revenues & Expenses October 1, 2018-Septemeber 30, 2019

REVENUE

Net in-state revenue.....	528,138
Interest and other income.....	348
Total Revenue	528,486

EXPENSES

International Marketing Programs	3,130
Domestic Marketing Programs	17,557
Retail Programs	0
Food Services	0
Promotional Programs	29,118
Advertising	995
Beef Safety	9,500
Education	9,690
Producer Communications	76,390
Administration*	345,159
Total Expenses.....	491,539
Excess of Revenue Over Expenses.....	36,947

FUND BALANCE

Beginning of Period	\$367,207
End of Period.....	\$404,154

*Administration includes: four MBC staff, office leases, utilities, telephone, internet, accounting fees, legal fees, postage, office equipment, insurance, program implementation, collections, department of livestock administration, MBC vehicle maintenance and board member travel.