

**MONTANA BEEF COUNCIL**  
**DETAILED STATEMENT OF REVENUES & EXPENSES**  
**OCTOBER 1, 2015 - SEPTEMBER 30, 2016**

**REVENUE**

Net in-state revenue .....	\$924,798
Interest and other income.....	\$4,313
Total Revenue.....	\$929,111

**EXPENSES**

International Marketing Programs .....	\$112,435
Domestic Marketing Programs.....	\$278,873
Retail Programs .....	\$17,496
Food Services.....	\$10,547
Promotional Programs.....	\$50,999
Advertising .....	\$10,771
Beef Safety.....	\$20,879
Education .....	\$41,411
Producer Communications.....	\$32,493
Administration* .....	\$312,787
Total Expenses.....	\$888,691
Excess of Revenue Over Expenses .....	\$40,420
Fund Balance	
Beginning of Period.....	\$265,456
End of Period.....	\$305,876

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



The board is comprised of 12 appointed volunteers, representing various segments of the industry.  
**L to R: Shane Flowers, Kiley Martinell, Richard Anderson, Kathy Creighton-Smith, Linda Swanz, Jim Taber (Vice –President), Jan Allen, Eric Moore, Kristin Larson (President), Bruce Lee, Brett Dailey and Bill Cok.**

**CATTLEMEN'S BEEF BOARD REPRESENTATIVES**

Leo McDonnell, Columbus  
 Ross Racine, Billings  
 Lyle Peterson, Custer

**FEDERATION REPRESENTATIVES**

Kathy Creighton-Smith, Chinook  
 Kristin Larson, Sidney  
 Kiley Martinell, Dell  
 Linda Swanz, Judith Gap

**MONTANA BEEF COUNCIL STAFF**

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

**ZOOFARI:  
 A JOURNEY TO THE TOP WITH THE BURGER DIVE**



“The 2016 World Food Championship (WFC), held in Orange Beach, AL, was an amazing experience for me and for my family. First of all, a huge thank you to the Montana Beef Council for bringing the Zoofari qualifying event to Billings. The Burger Dive has had its eye on WFC for a couple years, but never before had a nearby

qualifier. I found the event itself to be very professionally run. The staff at WFC is very helpful and pleasant to work with.  
 Our experience was extra special because not only did we get to test ourselves against the best chefs and cooks in the world, we did it as a family. My wife, Andi; son, Brendan; daughter, Ashlyn; and dad, Gary made up our team. The competition itself was intense. We had two hours to complete our first two rounds of burgers, then we waited to hear if we made it to the finals. The top 10 out of 50 go. We did, and after a nerve racking announcement of finalists that counted down from ten to one, we were announced in 1st place going into the finals. The finals were two days later and we needed to feature Jim Beam Double Oak Bourbon. The barbeque sauce we created featured Jim Beam Bourbon, dates and Coke which we named it “The Date with Jim Beam and Coke Burger” it was enough to clinch the title for us and we won the World Burger Championship that night. That was a dream come true in itself. The next step was to go to final table and compete against the other world championship winners from the week for the title World Food Champion. We stumbled a bit here, ending up 8th which isn't bad considering nearly 500 teams started the event a week earlier. The win and the experience has meant so much. WFC is a nationally televised show and we're looking forward to it airing. Our business has exploded off of the publicity, and I even have a publicist who is working with me as one of the champions. As a champion, we're qualified for the next five years and have already begun thinking about how to get over the top at the final table. Thank you for opening this door for us.” -Brad Halsten, The Burger Dive Owner



Brad Halsten and the Burger Dive Team for the 2016 World Food Championships

2016

**Montana Beef Council Reflections**

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

**Education**

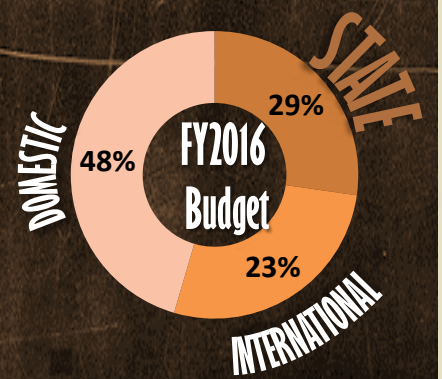
Family & Consumer Science Teachers educating about beef.....	80
Women learning about beef in a heart healthy diet with American Heart Association.....	275
Creating ambassadors for ranching with the Environmental Stewardship Award Program since.....	1991
Montana elementary students educated through classroom and experiential farm fairs.....	4,021
Team Beef ambassador athletes.....	75
Montana Registered Dietitians educated about beef in a healthy diet.....	116
Montana high school and junior high students cooking and learning about beef benefits.....	3,056
Montana healthcare employees educated about beef nutrition.....	250

**Promotion**

BBQ fans gathered for one day of tasting professionally prepared brisket.....	4,000
MSU Bobcat fans receiving interactive tailgate tips for every game.....	52,000
Radio spots shared with Montana consumers.....	833
Runners exploring Montana ranching through trail running.....	55
Consumers receiving tasty beef samples and recipe inspiration in-person.....	2,755
Magazine circulation in Japan of 'Beef in Big Sky Country' tour.....	156,701
Beefed-up Montana meat case displays.....	165
Social media followers near and far.....	5,647
Culinary classes, tradeshow and foodie events.....	42

**Investor Relations**

Cattle brought into BQA care.....	56,000
Informational radio spots for producers.....	358
Producers reached at NILE Rancher's Day.....	600
Agriculture students trained for media interviews.....	170
Montana Beef Council Board Members.....	12
All cattle in Montana.....	2,650,000
People in Montana.....	1,024,000



**2016 Partners**

- |                                                      |                                        |                                       |
|------------------------------------------------------|----------------------------------------|---------------------------------------|
| American Heart Association                           | MT BBQ Cook-off                        | Northern International Livestock Expo |
| Cherry Creek Radio                                   | MT Beef Quality Assurance              | U.S. Meat Export Federation           |
| City of Billings                                     | MT CattleWomen                         | Wentana                               |
| Fourth Grade Farm Fair                               | MT FFA Foundation                      | Western MT Stockmen                   |
| Montana State University, Bozeman                    | MT Meat Processors Association         | Wheat Montana                         |
| MT Association of Family & Consumer Science Teachers | MT Stockgrowers Association Foundation | Young Ag Leadership Conference        |
|                                                      | Northern Broadcasting                  | ZooMontana                            |



Funded by the Beef Checkoff.  
 www.MontanaBeefCouncil.org