



Beef Bites

- AN UPDATE FROM THE MONTANA BEEF COUNCIL -

April Adventures in Beef Land

The calendar was full of opportunities this month! Al Koenig and Chaley Harney attended the National Orientation, hosted by the Federation of State Beef Councils, to gather with fellow attendees from 30 states to learn more about the Beef Checkoff structure and network with new staff and directors.

Chaley was asked to speak on a panel at the Governor's Conference on Tourism about the creation and collaboration for the [Visit Southeast Montana Burger Trail](#).

This partnership opportunity has created some additional buzz for new partnerships with MBC and ways to promote beef across Montana!

In between promoting and educating about beef, MBC hosted the Cattlemen's Beef Board for a Compliance Review that is conducted every three to five years at all Qualified State Beef Councils (QSBC). MBC is responsible for ensuring compliance with the QSBC Guidelines, including the design, implementation and maintenance of adequate policies and procedures to safeguard checkoff funds that are collected and retained by MBC. The review concluded that there were no reportable findings.



The MBC staff headed to Big Timber where members of the Montana Meat Processors Association gathered for their annual convention.

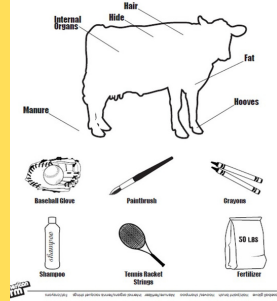
This year boasted 17 new processors attending from both in and out of state. MBC supports the Innovative Beef Contest to encourage processors to develop new beef and beef products for retail sales.



Built from Beef

In small: It is one of the many products that we get from cattle. A 3 oz serving of beef is one of the best sources of protein, zinc, selenium, niacin, vitamin B6 and vitamin B12. But beef isn't the thing that we get from cattle!

Now we products from the wordpicture bank below and match them up with where they come from on the cow!



Chaley presented to the Absarokee Elementary School for their annual farm fair that features various stations for grades kindergarten through fifth grade to learn about agriculture. This year's feature was [Sustainability for Kids](#) and beef byproducts.

Raising the Steaks Tour

To more fully utilize the winners of the ESAP awards, a tour of the operation was created to allow others (chefs, media, agency, educators) to enjoy and experience the hard work of the ranchers. This year's tour at the Joe C King & Sons Ranch will take place on June 28-29.

Market Cluster Groups

In a state-national coordinated effort, states have split into various market segment groups based on consumer demographics. These smaller state cluster groups held meetings to visit amongst each other and work with a strategic marketing facilitator to help determine common goals within our groups. These will then be used to help shape larger campaign strategies that will be easier and more applicable for the appropriate states to be able to roll out. For example, Montana is similar to Oklahoma, Texas, Wisconsin, Iowa, Nebraska and Kansas. In general, our consumers like beef (remember our Dashboard Consumer Survey), but there are a few things we could do to increase beef-eating frequency. We collectively call ourselves **The Beef Believer States**. This is a long-term approach that will take a few years to fully enact but should result in campaign materials that are better suited for our cluster groups, rather than a national consumer target demographic.



MONTANA
ENVIRONMENTAL STEWARDSHIP
AWARD PROGRAM

JOE C KING & SONS RANCH WINS REGIONAL ENVIRONMENTAL STEWARDSHIP AWARD

The Joe C King & Sons Ranch, in Winnett, Mont., has been selected as one of six regional honorees of the Environmental Stewardship Award Program (ESAP). Regional and national award winners have been commended for their commitment to protecting the environment and improving fish and wildlife habitats while operating profitable cattle operations.

Read more at www.mtbeef.org/region-v-esap-award/

Soundbites from the U.S. Meat Export Federation:

- **Beef export growth to China continued in February with exports of 16,799 metric tons, which was growth of 94%. Value exceeded \$146 Million. Importers continue to target U.S. beef to the modern retail sector and the wholesale distribution sector. Year-to-date growth through February is more than double a year ago.**
- **Central America continues to see steady growth in the region with 33% growth in February led by Guatemala and Panama. The foodservice sector is rebounding with tourism becoming reestablished.**
- **Global beef export value in February equated to a record \$456/head of fed slaughter which is 29% higher than last year.**

Coming Right Up

Summer planning is well underway at MBC! Here are some events we'll be engaged in so far:

May 7: Tacos & Tequila, Billings | **May 13:** Producer Partnership Media Day, Livingston | **June:** Midyear Meetings | **June 10-11:** Montana BBQ Cook-off, Absarokee | **June 20-23:** School Nutrition Association Conference, Billings | **June 28-29:** Raising the Steaks Tour, Winnett | **July 20-21:** Cowboy Ninja Warrior at Big Sky Country Fair, Bozeman | **July 25-28:** Cattle Industry Summer Business Meeting, Reno | **July 27-29:** Montana Coaches Association Clinic, Great Falls | **August 17-18:** Dietetic Intern Tour, Manhattan & Livingston | **August 27:** Pitmaster Classic, Bozeman | **September 6-8:** Beef Promotion Operating Committee Meeting, Denver