

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

STATE UPDATE

CALLING ALL MONTANA BEEF PRODUCERS

SIGN UP TO BE ADDED TO THE ONLINE MONTANA BEEF DIRECTORY

BE DISCOVERED BY MORE CONSUMERS NEAR YOU

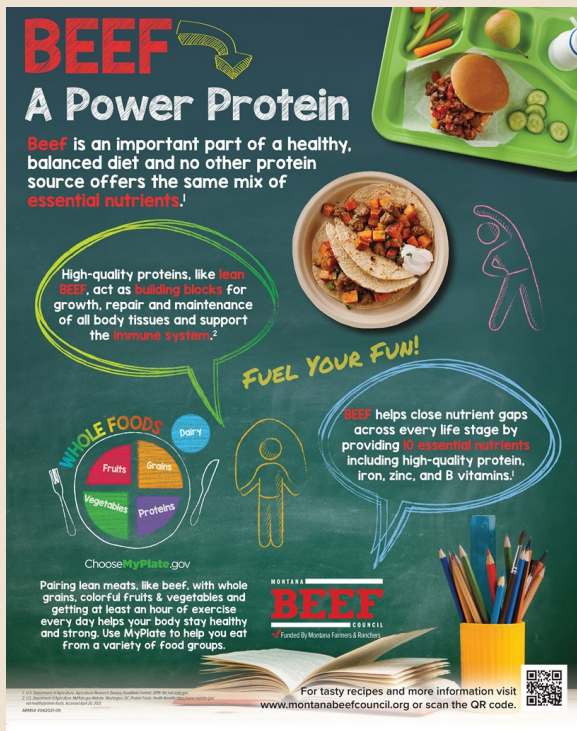
DELIVER YOUR PRODUCTS AND GET ACCESS TO RECIPES & HANDOUTS

MONTANABEEFCOUNCIL.ORG

This month MBC launched the **Montana Beef Directory**, a resource compiling all Montana producers selling beef directly to consumers. We will continue with producer awareness to build upon the directory and begin working to promote the directory on behalf of Montana producers to ultimately get more beef on more plates. The directory is hosted and maintained by MBC.

Back to School

Earlier this summer, Sue Broyles attended the Montana School Nutrition Association annual conference where she had the opportunity to visit with school foodservice operators from across the state. She also shared a new poster MBC had developed for cafeterias. Contact the office to get one in your local school lunch rooms today! And don't forget to share our **School Food Service Recipes** to help beef up the menu and our beefy **Classroom Resources** for teachers!



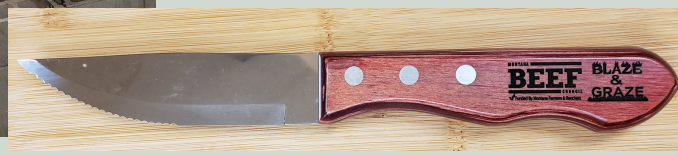
Know Your Beef Cuts

Through their Beef Education funding, the Montana Cattle Women purchased a half of a beef model with pull-apart beef cuts to use for demonstrations. MBC recently used the model at the Montana Pitmaster Classic in Bozeman. Special thanks to Heather Fryer and Bill Cok for joining MBC staff at the booth!



Big Sky Blaze & Graze

Hundreds of meat lovers gathered in Billings for the inaugural Big Sky Blaze & Graze that featured sides of beef, whole hogs, whole lamb and vegetables cooked over an open flame. MBC participated in planning the production and provided attendees with a commemorative steak knife.



Pediatrician Outreach

In September, MBC will be delivering educational toolkits to 80 pediatrician offices and child birth centers across Montana. Thanks to support from the Federation and NCBA, a contractor to the Beef Checkoff, we are excited to partner with a company who can help extend our content to a nationwide network of pediatrician offices and child birth centers. This partnership gives us the opportunity to share educational tools and handouts directly with doctors, nurses, and other health professionals, along with their patients. These toolkits will feature our **Beef in the Early Years**: A research brief detailing beef as a complementary first food and new consumer literature that will highlight the beneficial role of beef's nutrients in the early years and offer simple infant and toddler feeding tips for parents and caregivers.

MAKE EVERY BITE COUNT
WITH NUTRIENT-RICH BEEF



Video Alert

MBC has some new videos launching! Did you know we have a **YouTube Channel**? Check out all our great videos there or see them on our social media and stay tuned!



MBC MEETING

September 22

Budget Committee

Meeting | 4 pm

September 23

Project Funding

Presentations | 8 am

Board Dinner | 6 pm

September 24

Board Meeting | 8 am

**UPCOMING
EVENTS**

**MONTANA
MAKES BEEF MAKES
MONTANA**

National Committees, Montana Voices

MBC Federation Directors Kiley Martinell, Kathy Creighton-Smith and Brett Dailey recently attended the Cattle Industry Convention where they reviewed progress of national council programs and provided feedback to national contractors and the Beef Promotion Operating Committee for funding considerations in the upcoming fiscal year. MBC staff and Montana's three Cattlemen's Beef Board representatives also attended. Reports from the meeting will be available at the upcoming board meeting.



International Corner

From the Desk of Dan Halstrom, USMEF President and CEO

U.S. beef exports were at record levels in the first half of 2021, up 6% in volume and 15% in value over the record year of 2018. Below are a few examples of how the Beef Checkoff is working to sustain that export momentum, from a delivery app campaign in Peru to a crossover promotion in China that reached more than 1.5 million views on TikTok. International trade was a hot topic at the Cattle Industry Annual Convention as beef exports achieve a record pace through June. See a **VIDEO** update from the convention about beef export growth. USMEF is a contractor to the Beef Checkoff.

- "American Beef Nights" in Riyadh, Saudi Arabia: To add more U.S. beef to menus, encourage new dishes and increase consumer awareness, USMEF launched a series of "American Beef Night" events with U.S. beef importers and high-end restaurants in July. The first event took place at a 5-star hotel in Riyadh, Saudi Arabia where chefs prepared and served a variety of barbecue U.S. beef cuts such as tenderloin, ribeye, short ribs and brisket.

- U.S. Beef Featured in Delivery App Campaign in Peru: With a growing number of Peruvian consumers purchasing meat via online delivery services, USMEF teamed with a delivery app service that works with retailers throughout Lima, Peru, in a promotional campaign for U.S. beef. "COVID generated huge growth for delivery services and the Cornershop app really took off because it is built on service," said Jessica Julca, USMEF representative in South America. "We saw this as an opportunity to build awareness of U.S. beef with users of this popular app."

- "Eating U.S. Meat, Drinking U.S. Spirits" in China: Capitalizing on a trend to pair red meat dishes with spirits, USMEF partnered with Jim Beam for a "crossover" promotion of U.S. red meat in Shanghai. The event was designed to capture the attention of a new generation of chefs, restaurant managers and food media. "The goal was to inspire chefs to prepare U.S. red meat in ways that showcase the outstanding taste of U.S. grain-fed red meat," said Ming Liang, USMEF marketing director in China. A short video of the cooking demonstration and tasting session can be seen **HERE**.