

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -

CATTLECON 2024



ONWARD TO ORLANDO

CattleCon is always a busy occasion, and this year's cattle industry convention was no different for Montana Beef Council! Board members Andy Kellom, Corey Schultz, Justin Iverson, and Wes Jensen trekked to Orlando with staff members Al Koenig, Anna Sponheim, Tammy Bridges, and Sue Broyles. Watching Andy open the Region V Meeting was a highlight of the trip, though, the Bellamy Brothers' performance at Universal Studios also made that list. Additionally, Anna had the opportunity to sing the National Anthem at the Opening Session.

Group Photo on Right: Back, L to R: Al, Andy, Corey, Justin, Wes
Front, L to R: Anna, Tammy, Sue



MHSA ANNUAL MEETING

On the 14-15th, Anna and Al met with coaches, athletic directors, and superintendents from across Montana as they gathered for the MHSA Annual Meeting. As the "Preferred Protein" in the state, conversations were struck up revolving around MBC's partnership and what resources are available to coaches and athletes.



WHERE'S AL?

January was a busy month! Here's some of the places our Field Representative was headed:

- Gallatin Beef Producers Business Meeting (Jan 4)
- Broadwater County Rancher Roundtable (Jan 9)
- Bitterroot Stockgrowers Expo (Jan 12)
- Beartooth Stock Association (Jan 13)
- Western MT Stockmens (Jan 20)
- Next Gen Conference (Jan 27)

FROM DAN'S DESK

DAN HALSTROM, USMEF PRESIDENT AND CEO
A CONTRACTOR TO THE BEEF CHECKOFF

Having returned recently from Hong Kong and Seoul, I'm happy to report that tourism is beginning to rebound in key Asian markets and foodservice is building momentum. Below are examples of how we work with partners in foodservice and food processing in the region to build their profitability through new ideas and applications with U.S. beef. Please contact us with questions or for additional information about the activities highlighted below or any of USMEF's marketing programs.

*all data sourced from USDA and compiled by USMEF

HONG KONG BBQ

Following a three-year hiatus, the return of a Texas-style barbecue was a celebratory event for Hong Kong's foodservice sector, which has struggled to recover from the pandemic. Held at Hong Kong's Kowloon Cricket Club, the event was hosted by the U.S. Agricultural Trade Office in Hong Kong, Texas Beef Council and USMEF.

DEMAND IN INDONESIA

To expand awareness and grow demand for high-quality U.S. beef in Indonesia, USMEF conducted training seminars in Jakarta recently for importers, retailers and foodservice operators. A retail training session was conducted for 40 participants from upscale retail butcher outlets and USMEF's first-ever foodservice training session was conducted with an importer and several high-end foodservice operators.

BUTCHER CERTIFICATION

Fifty-six meat cutters in processing, retail and foodservice in China are now certified as U.S. red meat butchers thanks to a series of training programs developed and implemented by USMEF with FAN Culinary Education in Shanghai. Zhu led hands-on cutting demonstrations of U.S. beef chuck roll and the tri-tip while providing explanations of current and potential applications in popular local dishes.

BEEF-ORE YOU LEAVE:



**MAY
15**

**NEXT BOARD MEETING
AT THE OFFICE IN BILLINGS**

