

# Beef Bites

JUNE

2021

- UPDATE FROM THE MONTANA BEEF COUNCIL -

## STATE UPDATE

### A Few June Activities...

- ✓ Montana CattleWomen's Midyear Meeting
- ✓ Cattlemen's Ball & Pasture to Plate Tour
- ✓ Sustainability Panel Interview for Cattlemen to Cattlemen
- ✓ Montana Farm Bureau Federation Midyear Meeting
- ✓ Montana Stockgrowers Association Midyear Meeting
- ✓ Montana BBQ Cook-off
- ✓ Project Funding Request notification and distribution
- ✓ Montana School Nutrition Association Conference

BEEF



Chaley Harney, along with three other guests discussed sustainability in an interview for an upcoming Cattlemen to Cattlemen episode for RFD TV. Check out more discussion and videos to share by visiting MBC's YouTube channel [HERE](#).

It was a big time in a little town for the Montana BBQ Cook-off! Nearly 30 teams competed with their best brisket recipe and many shared their tasty samples with the crowds as well, then sold out! Between the smokers and the sunshine it was a toasty day in Absarokee, but that did not keep the crowds away.

## Federation Corner

MBC prioritized our investment towards PROMOTION activities. Under that program area, the SUMMER GRILLING campaign is in full swing!

• **Summer Grilling Campaign Marketing Results** 5/24/21-6/6/21

16 million impressions | 2.7 million video views | 25,936 clicks | 9,201 social engagements | 1.7 million audio ad listens

• **National Beef Burger Day Marketing Results** (May 28-kickoff to Summer Grilling)

2 million impressions | 2,665 clicks | 2,853 social engagements

• **Beef Burger Battle Chef Influencers:** Five chefs took on the challenge to develop their take on the classic beef burger. Participating chefs showcased their tastiest and most innovative beef burger recipe on social media. Chef Esther Choi's Korean-inspired Kimchi Bacon Jam Burger was the winner. The campaign posted May 19-28.

36,945 organic reach | 5,275 organic engagement | 598,551 paid reach | 1,180 paid engagement



