

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -



TACOS & TEQUILA ON CINCO DE MAYO

The 4th annual Tacos & Tequila event had its most successful year yet with over 700 people in attendance and 12 taco vendors (half of which served beef.) A Billings-based food truck swept away the competition for the best taco—made with beef, of course!

A CALL FOR CULLS: FIGHT HUNGER IN MT

Donate culled cattle to help the Producer Partnership fight hunger across the state. Know someone who can help? Visit www.producerpartnership.com/donate-livestock or call 406 220-7223 for information.



BUSY IN THE BOARDROOM

The recent MBC Board Meeting was jam-packed with information and tours for the volunteer-led organization. The day began by introducing two new board members, Trent Stoltz and Pamela Bilyeu, then updates from officers and USDA. A status update on all current projects and contractors was provided before loading up to tour the Ben Steele Middle School cafeteria for a better understanding of school foodservice. Over a working lunch, the board and guests heard updates about BeefFit sticks and the Backpack Program, followed by an update about the Montana Cattle Promotion Program. After lunch, the board gathered for a warehouse tour at Sysco Montana to better understand food distribution systems. Rounding out the day, the board reviewed and approved the 2023-2025 Strategic Priorities to guide potential contractors in creating funding requests for the 2025 fiscal year. Project funding requests are due by August 1, which the board will review at the next meeting on August 21-23.

FARM FAIR SEASON

"The Ravalli County Farm Bureau "Farm Fair" stations are facilitated by FFA members who bring their show steers. Beef Station curriculum includes: Raising and Managing Cattle, Beef Breeds, Beef Cattle Biology, Understanding the Beef Carcass and Cuts of Beef, Beef By Products. The Farm Fair served 720 grilled hamburgers, thanks to funding from the Montana Beef Council, and all attendees were happy to have a hot lunch!" - from Colleen Meyer



TAG- YOU'RE IT!

Chaley Harney helped Absarokee Elementary School students enjoy their last day of school as they participated in various Farm Fair stations. MBC's station helped students in grades kindergarten through fifth grade learn about beef production when they explored the history of brands and designed their own custom brand. Next, students were "turned out to pasture" on the gym floor and experienced what it can be like for cattle ranchers to try to pair mother cows to a calf through a rousing game of "Pasture Pair Tag."



- THE MBC TIME MACHINE -



Step back in time with us to 1959! This report lists the promotional projects of the Montana Beef Council and those who were serving on the board at the time. Officers included Joe Blazek (Glasgow), Ralph Huntley (Wisdom), Ralph Miracle (Helena), and Robin MacNab (Bozeman). Highlighted projects included distributing recipe booklets, working with Home Economics teachers, providing matchbooks for Northwest Air dinners, and giving out windshield and envelope stickers at tourist information booths.

OFFICER	Date	Receipts	EXPENSES	Net	Sheep
JOE BLAZEK	12/31/79				
ROBIN MACNAB	12/31/79	\$22,519.03	\$2,116.08	\$108.84	\$123.62
RALPH HUNTLEY	12/31/79	89,047.68	2,533.13	259.76	
RALPH MIRACLE	12/31/79	25,699.43	1,619.10	140.31	119.25
RALPH MIRACLE	12/31/79	18,109.89	1,134.00	66.45	

- BEEF BRIEF -

FROM CBB

CATTLEMEN'S BEEF BOARD THE BEEF CHECKOFF

Check out these National Checkoff Program updates featured in CBB's "Beef Brief!" CBB contracts with national, non-profit, beef industry-governed organizations to carry out promotion, research, and education work directed in the Beef Promotion & Research Act and Order.

NCBA & LITTLE LEAGUE

Starting in May, a "Dinnertime Conversations" video series, produced specifically for Little League families, will provide helpful tips, recipes, and resources for cooking and eating beef—the "Official Ingredient of Dinner Conversations." These videos, which will feature real-life scenarios of Little League families, will be shared across the Little League and Beef. It's What's For Dinner. social media platforms as well as on the Little League tab on BeefItsWhatsForDinner.com.

RESEARCH FROM KSU

Using data from the Beef Checkoff Meat Demand Monitor, Dr. Tonsor released a report identifying links between fitness-driven consumers and meat purchases. According to Dr. Tonsor, "Physical exercise and fitness goals are key considerations in many Americans diets and food purchasing behavior. This has implications for protein-dense food items especially, as protein is needed to aid in the repair and growth of muscles after an exercise bout."

BEEF-ORE YOU LEAVE:

JUNE 7-8 | MCW MIDYEAR MEETING
IN COLUMBUS

JUNE 10-12 | MFBF MIDYEAR MEETING
IN MILES CITY

AUGUST 21-23 | BOARD MEETING AT
THE OFFICE IN BILLINGS

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

March export statistics came in with volume at 108,120 metric tons down 10 % from last year's large volume, but export value was down less than 1%. YTD stats through the first quarter had tonnage at 311,865 metric tons and value exported at \$2.48 billion which is up 6 % versus last year.

GLOBAL EXPORTS

January-March beef exports totaled 311,865 mt, down 4% from the first quarter of 2023, but export value increased 6% to \$2.48 billion. Markets achieving first quarter value growth included South Korea, Mexico, Hong Kong, the Middle East, the Caribbean, Central America, Colombia, the Philippines and Singapore.

ASIAN FOODSERVICE

"Foodservice in Asia continues to see a rebound fueled by tourism. I was in Hong Kong, Shenzhen China, and Japan two weeks ago and saw the increased traffic in Japan specifically. Korea for quarter # 1 saw while down 8 % in volume, had value up 10 % at \$ 554 million. There is reason for optimism in Asia for optimism especially as it relates to the foodservice sector, driven by a rebound in tourism." - Dan Halstrom

HPAI IN DAIRY CATTLE

USMEF, NCBA, and the Meat Institute have been collaborating closely with USDA in regard to the evolving HPAI issue in dairy cattle. Other markets continue to ship/receive US Beef as normal, and we are working alongside USDA to make sure that stays the case.