

Beef Bites

- UPDATE FROM THE MONTANA BEEF COUNCIL -



FALL ORIENTATION AT THE MAIN OFFICE

During this event, new directors were educated about their crucial roles and responsibilities as stewards of the Beef Checkoff. Attendees delved into the Beef Act & Order, the history of the Checkoff, fiduciary duties, and the importance of Checkoff payment compliance with Federation and Cattlemen's Beef Board staff. Experts from the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, and CattleFax provided insightful updates on beef supply and demand trends, the National Beef Quality Audit, and how foundational research propels the development of Checkoff programs. This orientation was not just an educational opportunity, but also a valuable networking event. SBC representatives had the chance to connect with peers from other states, meet national NCBA staff, and discover the resources available through the Federation.

TEAM BEEF MONTANA ALWAYS GROWING

Team Beef membership is always on the rise, and this year is no exception as athletes continue to sign up! In 2024, 21 new members have laced up their running shoes to join. Know a runner who should wear the beef jersey? Go to our website to sign up!

A CLASSROOM VISIT TO ROUNDUP HS

On October 23, Anna Sponheim trekked to Roundup to visit with Ag students and teach them about the Checkoff, Beef Quality Assurance, the Master's of Beef Advocacy, and what resources are available to them.

NOTES FROM PIA

State beef councils across the country gathered in Denver, Oct. 15-18, for the annual Partnerships in Action (PIA) conference to learn about national Beef Checkoff programs. Attendees learned about program strategy, current consumer trends and preferences, and upcoming 'Beef. It's What's For Dinner,' promotions. Nearly 80 staff from 32 state beef councils participated in the event, including Al Koenig and Anna Sponheim. "The connections made here help us bring fresh ideas back home to push more beef on more plates and help me to better advocate for the industry," said Anna Sponheim.



BEEF FOR CATS

We had a fantastic time beefing up the tailgate scene in Bozeman on October 5th, where the Montana Beef Council served a record number of delicious smash burgers to fans. MBC staff members Chaley Harney, Al Koenig, Sue Broyles, and Anna Sponheim enjoyed cooking, serving, and educating consumers about the power of beef before kickoff. A very special thanks goes to Jake Callantine and the Timber Line Ranch for donating 100 pounds of beef and all those who stopped by for a bite!

- THE MBC TIME MACHINE -



Step back in time with us to August 15, 1959! This article featured a unique project by the Montana CowBelles: "We have been busily sewing and distributing "Baby Beef Bibs" to hospitals throughout the state. These bibs, adorned with catchy slogans promoting the benefits of beef, aim to instill an early appreciation for beef in the youngest members of our community. Each bib features a charming design and a message such as "Beef: It's What's For Dinner" or "Healthy Babies Eat Beef". This initiative not only supports our local beef industry but also provides a useful and delightful gift to new parents."



- BEEF BRIEF -

BEEF IN THE NEWS

On the latest Deep Dive episode of FP Next, powered by John Deere, Curt and Sarah visit with Andy Bishop, Kentucky farmer and Chair of the Cattlemen's Beef Board. What does your checkoff dollar go to? Check out the full story here: southwestledger.news/news/study-shows-each-beef-checkoff-dollar-returns-1341-producers (Source: CBB)

DID YOU KNOW...

The Nominating Committee is involved with appointing many CBB leadership roles. Each year at Summer Business Meeting, Board members assemble by region and elect one person to represent each of the 6 regions on the Nominating Committee. At the Annual Convention, they interview candidates and make recommendations to the Board.

WHAT'S COST-RECOVERY?

Once ARs are reviewed and approved by USDA-AMS, contractors can finally roll up their sleeves and get to work. However, this doesn't mean Beef Checkoff funds are released right away. All Checkoff work operates on a cost-recovery basis, meaning contractors cover expenses upfront. Reimbursement occurs only after the CBB reviews invoices.

A NOTE FROM NCBA

In FY24, the influencer program worked with 89 influencers to create 586 posts sharing beef recipes, meals, and stories from the ranch. The program reached over 38 million consumers, with 4.7 million engagements (likes, comments, saves, shares, etc.). NCBA, a contractor to the Beef Checkoff, hosted several events for content for National Ag Day.

- INTERNATIONAL CORNER -

FROM DAN'S DESK

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

I look forward to seeing some of you next month in two weeks at the USMEF Strategic Planning Conference in Tucson. In the meantime, below are a few recent highlights of our market development efforts for U.S. beef. Please contact us with questions or for additional information about the activities highlighted to the right, Beef Checkoff Program, or USMEF.

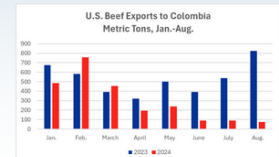
Impact of Reduced Market Access for U.S. Beef in Colombia

The beef industry received good news in late September when the Colombian government lifted its ban on U.S. beef originating from states in which H5N1 was detected in dairy cows. While Colombia was the only destination to officially restrict imports of U.S. beef, the impact was substantial starting in April, when restrictions began.

"The science was always on our side, so it's a relief to have full access to Colombia restored for U.S. beef," said USMEF President and CEO Dan Halstrom. "This promising market - and the entire Latin American region - is increasingly competitive and it is critical that the U.S. remains a reliable supplier of high-quality beef."

From January 2023 through March 2024, U.S. beef exports to Colombia averaged 625 metric tons (mt) per month with an average monthly value of **\$3.23 million**.

From April (when restrictions began) **through August 2024**, U.S. beef exports to Colombia dropped to an average 137 mt per month with an average monthly value of **\$1.12 million**.



BEEF-ORE YOU LEAVE:

DECEMBER 16 | JOINT BOARD MEETING
SIDNEY, MT | WITH NORTH DAKOTA
BEEF COMMISSION

SHOW IN THE PHILLIPPINES

On the heels of the USMEF Conference and Product Showcase in the Philippines, USMEF continued its focus on matching suppliers and buyers in the region through an enhanced U.S. presence at the Philippines' largest annual food trade show - World Food Expo Manila (WOFEX). The show connected U.S. suppliers with a broad range of buyers.