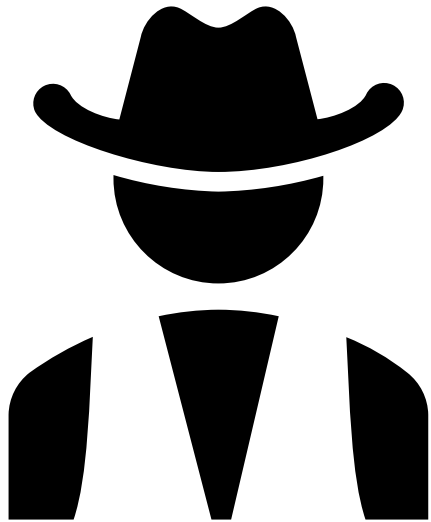


MONTANA BEEF COUNCIL

A YEAR IN REVIEW

09.25.20



PRODUCER COMMUNICATIONS

NORTHERN AG NETWORK

NEW CAMPAIGN LINKS GRILLING TO REAL MEAT AND REAL RANCHERS

Posted By: Courtney Kibblewhite July 1, 2020 @ 5:10 pm [Ag News Stories](#), [Livestock News](#), [News](#)

Promotion links ranchers and beef to pride and patriotism



SPONSORED – The Montana Beef Council (MBC) is kicking off summer with a brand-new campaign called United We Steak. This campaign encourages consumers to gather around the grill with their favorite beef cuts, while taking time to enjoy the comfort and comradery of mealtime.

"It feels great to celebrate beef and be able to take part in this nationwide campaign," says Chaley Harney, Montana Beef Council Executive Director. "Preparing and enjoying beef together is such a fun activity and we look forward to helping Montanans do that through recipe inspiration, grilling tips and more!"

Ran 144 radio spots
with an average of 3
bonus spots per
month

Delivered 65,299
pageviews with an
average click-thru
rate of .09%

Quarterly
sponsored content
online

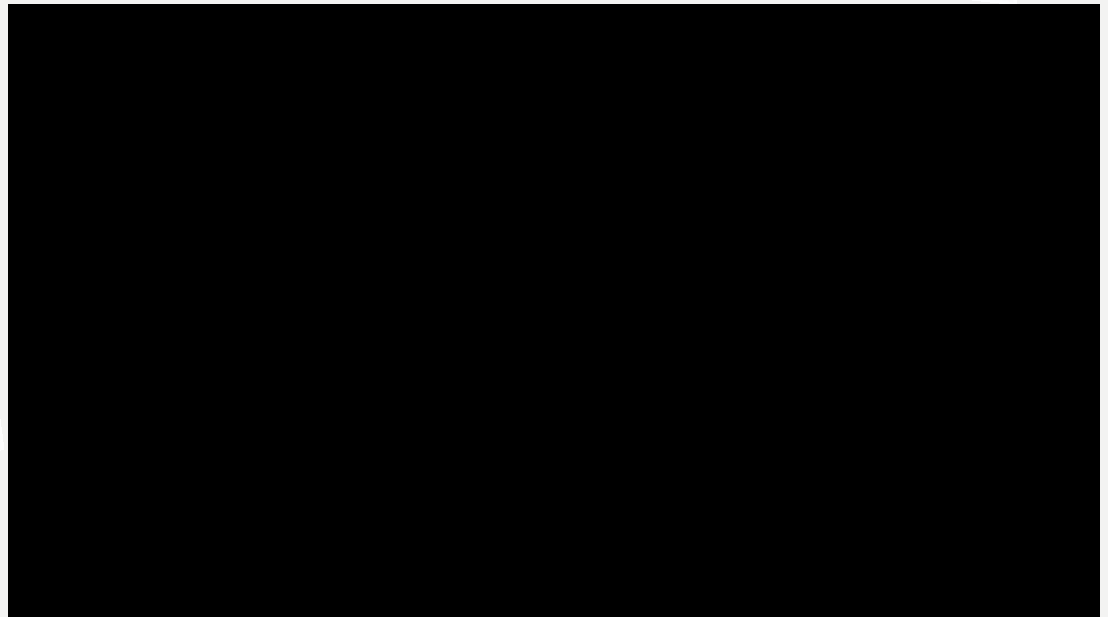
MONTANA BEEF QUALITY ASSURANCE

- 17 total events planned (7 canceled due to COVID)
 - Additional social media, news postings and email campaigns added to promote awareness of BQA and online training
- Average attendance: 45+
- Ranchers and operations in attendance to event range from 150-2,000+ herd size and included seedstock, cow/calf, feeder, stocker, feedlot, veterinary, allied, youth and educator.
- 2020 BQA Award for cow/calf operation- IX Ranch



MONTANA TELEVISION NETWORK

- Paid PSA television program for 5,000 spots
- Digital television programming




MONTANA FFA LEADERSHIP CONFERENCE

- The conference aims to develop leadership skills and agriculture advocacy training. Students are challenged to develop their knowledge of agriculture-related issues within our state and the importance of their individual leadership within their chapters, schools and communities.
- Reach: 120 middle school and freshmen students

BUILT WITH BEEF ACTIVITY RESOURCES

Built with Beef



Nicely done, beef.
Your protein levels
go from strong
to quite strong.

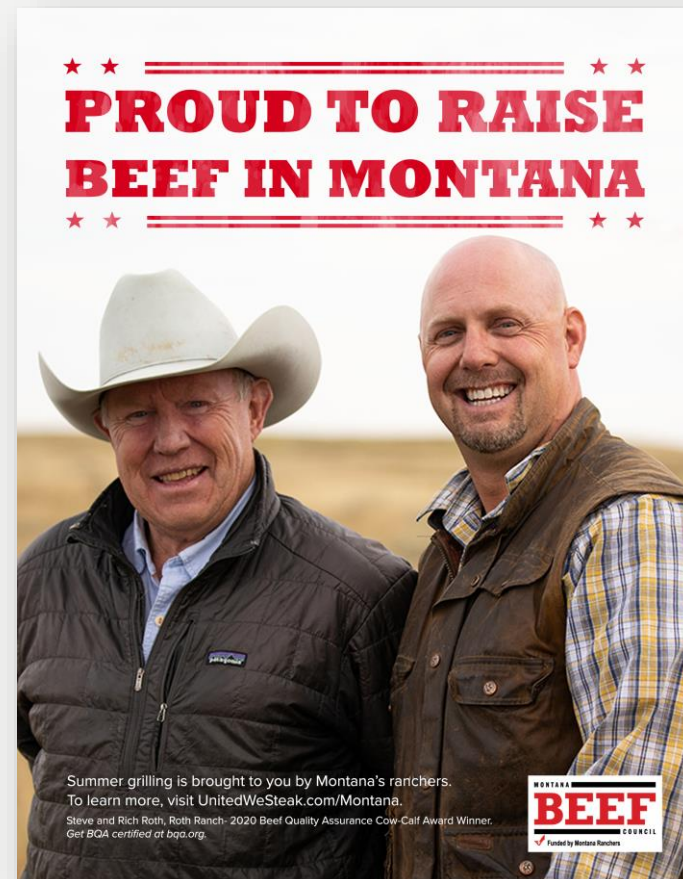
Montana Beef Council

essential nutrients provided by
cover that all proteins are not
tion throughout the day.



PRAIRIE STAR

- Print Subscribers- 18,000 (9,700+ beef producers)
- February email campaign
 - Sent to 4,153, delivered 4,110
 - Open rate- 7.73%, click-thru rate 2.64%

[illegible]

NILE RANCHERS DAY AND BEEF NIGHTS

- MBC was co-sponsor of Ranchers Day and two Beef Nights
- Banner at commercial pen show arena and NILE hospitality area
- Announcer mention during Commercial Heifer Classic
- Full page ad in NILE rodeo program
- Logo and info listing on NILE website

Do you sell cattle in Montana? → Yes.

Have you signed a Producer Consent Form to keep half your checkoff dollars in Montana? → No.

Do you still have to pay the Beef Checkoff?

Yes. It is a mandatory Federal law.

What has changed?

Due to the ongoing Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America (R-CALF) versus U.S. Department of Agriculture lawsuit, Montana ranchers who would like up to half of their dollar to remain with the MBC Board of Directors will need to complete a producer consent form on an annual basis.

What happens when I sign the consent form?

Your name or business is matched up to your cattle sale(s) and the funds are requested back from the Cattlemen's Beef Board. Your consent authorizes the Montana Beef Council board to carry out programs designed to stimulate beef demand. By signing a form, you are allowing the MBC Board of Directors to have local input about beef education and promotion, right here in Montana.

What happens when I don't sign the form?

If your form is not returned, your full checkoff dollar will remain at the national level with the Cattlemen's Beef Board. The Montana portion of those checkoff dollars are being held in a bank account and not being used for any beef promotion, research or education.

Where can I find the form or learn more about what the Montana Beef Council does?

The form, checkoff results and more information is available online at www.MontanaBeefCouncil.org or by calling (406) 656-3336.



YOUNG AG LEADERSHIP CONFERENCE

Do you sell cattle in Montana? → Yes.

Have you signed a Producer Consent Form to keep half your checkoff dollars in Montana? → No.

Do you still have to pay the Beef Checkoff?

Yes. It is a mandatory Federal law.

What has changed?

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- YALC is an event that brings together young people in agriculture (ages 18-40), across organization and commodity lines. It hosts keynote speakers, various ag-related workshop topics, agricultural tours and networking socials.
- Audience Reach: 158 attendees in-person, plus more on social media
- Beef meal served with checkoff materials available to attendees
- Location: Butte

WESTERN AG NETWORK

- Formerly Nemetz Communications, Western Ag Network delivered 6 radio ads/month on 14 statewide radio affiliates (72 total ads), including 40 bonus spots





#TRADESHOWLIFE

- Montana Farm Bureau
- Montana Farmers Union
- Montana Stockgrowers Association
- Montana Cattlemen's Association
- MATE Show



MONTANA
BEEF
COUNCIL

The People Behind the Montana Beef Council
New officers elected will lead the council to increased beef a

"I live on a family-owned ranch in Dell raising commercial cattle. This allows me the opportunity to be with my husband, Heath and our 3 kids, as well as his parents and his sister's family," said Martinell. "I love to live. Working and raising our family doing what we love and producing beef we are proud of. Serving on the council I have come to appreciate that even more."

"I really enjoy learning more about our opportunities for marketing beef in foreign countries because 90 percent of the world's population living outside the U.S.," said Dailey. "I was appointed to the Montana Farmers Union and I run cattle in eastern Montana. What I like about our council is that the state and different segments, and that makes for some great discussion about how best to spend beef promotion and education."

"I didn't know much about the beef checkoff before I started on the council; just that it was a dollar a head of beef for marketing," said Martinell who was appointed to serve on the council in 2013 by the Montana Stockgrowers Association. "I attended orientations and asked a lot of questions at meetings to gain a better understanding of what the beef checkoff actually does for ranchers. Today, I am fully confident in the programs that our board just funded and our mission to help build beef demand. The Montana Beef Council is doing that for Montana's ranchers and we have been since 1954. We are making sure ranchers have consumers that want delicious and nutritious beef."

Montana Beef Council
2795 Enterprise Ave., Ste. 4

The DRIVE

Why don't I see those beef ads on television

**Beef. It's Still
What's For Dinner.**

The iconic Checkoff-funded brand, Beef. It's What's For Dinner, has evolved for a new generation of consumers.

When the Beef. It's What's For Dinner brand was launched in 1992, it was seen as a catalyst for pushing beef to the forefront of consumer advertising and into the center of the dinner plate. With funding from the Beef Checkoff, the National Cattlemen's Beef Association established the original Beef. It's What's For Dinner campaign.

DrivingDemandForBeef.com

strengths on multiple digital platforms including TV. However, producers use these advertisements because they are not in the defined target audience. Producers already know about their target audience, but consumers groups need to be purposefully in order to communicate strong attributes. Checkoff is used to efficiently target an audience through digital platforms.

Montana Beef Council 2019 Annual Report

A note from the president

[illegible][illegible]

Jim Tobac, President

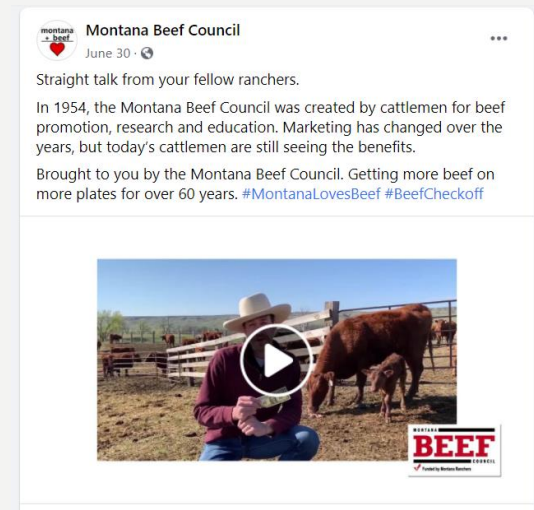
CHUCK KNOWS BEEF
ARTIFICIAL INTELLIGENCE. AUTHENTIC PROTEIN.
beefinfo.hondafarm.com

Meet Chuck, the only all-knowing beef expert powered by Google Artificial Intelligence. He has the know-how of a rancher, the skills of a chef...and the sense of humor of a dad. In the past year, MBC staff and partners have utilized the technology of Chuck and shared the experience with partners like the Montana CattleWomen for their use at tradeshows and in classrooms. Chuck was also active at the Montana Fair in Billings where fair-goers could ask the Montana Fair in Billings where fair-goers could ask away with a wide variety of questions like, "How are cattle raised?" and "What can I make with ground beef?" Try it out for yourself at www.ChuckKnowsBeef.com.

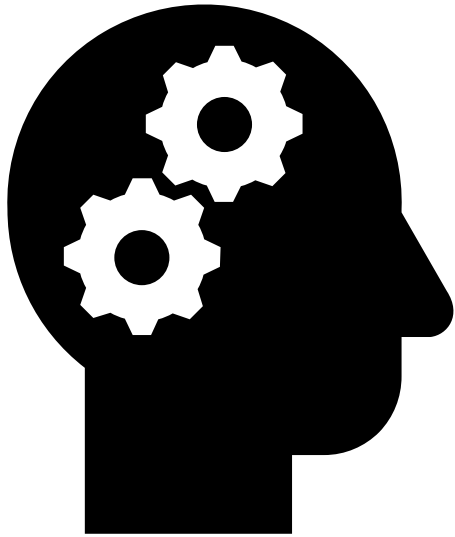
Reef is Back...on TV

Beef Council among Montana cattle ranchers, as well as share information about how to sign the annual consent form to allow for half of the beef checkoff dollars to remain in Montana.

continued on back page



MBC “DOLLAR” VIDEOS



BEEF EDUCATION

MONTANA FARM BUREAU FEDERATION AG IN COLOR DRAWING CONTEST

- Ag in Color is a drawing contest for Montana students in K-6th grade. MBC support is dedicated to the 3rd grade drawing category, “Cattle of Montana.” Funding provides for the winning student and their family to participate in an agricultural tour and experience in Helena. Partial funding used to offset printing costs related to promoting agriculture and beef cattle.
- Audience Reach: More than 200, statewide
- Winner: Rhiaunna Simonson, a 3rd grader from Phillips County



ENVIRONMENTAL STEWARDSHIP RAISING THE STEAKS TOUR

- The tour provides regional influencers – chefs, restaurateurs, food & lifestyle bloggers and media– with a dynamic, hands-on experience on a working Montana cattle ranch. The experience will bolster their understanding of an accurate, complete view of ranching's role in sustainability and environmental stewardship. The tour facilitates diverse, informative discussion that highlights current issues and solutions to challenges conservationists and ranchers face when managing our Montana landscape for future generations, and how that impacts the beef our guests buy, serve and enjoy.
- Audience Reach: 50 tour participants, hundreds of readers/followers through publication after event
- Location: Castle Mountain Ranch, White Sulphur Springs



MONTANA CATTLEWOMEN BEEF EDUCATION

- This statewide program provides a broad range of current, informative beef materials incorporating STEM. Beef is emphasized in good nutrition practices, alongside food safety and how to have a good cooking experience in the classroom. Teachers and students are offered opportunities to use raw beef for cooking experiences in the classroom. Teachers receive lesson plans and demonstrations are available.
- Audience Reach: 10 schools; 1,415 students received hands-on cooking experience with beef; 2,200 4th graders participated in the NILE beef/cattle experience (numbers lower due to school closures)

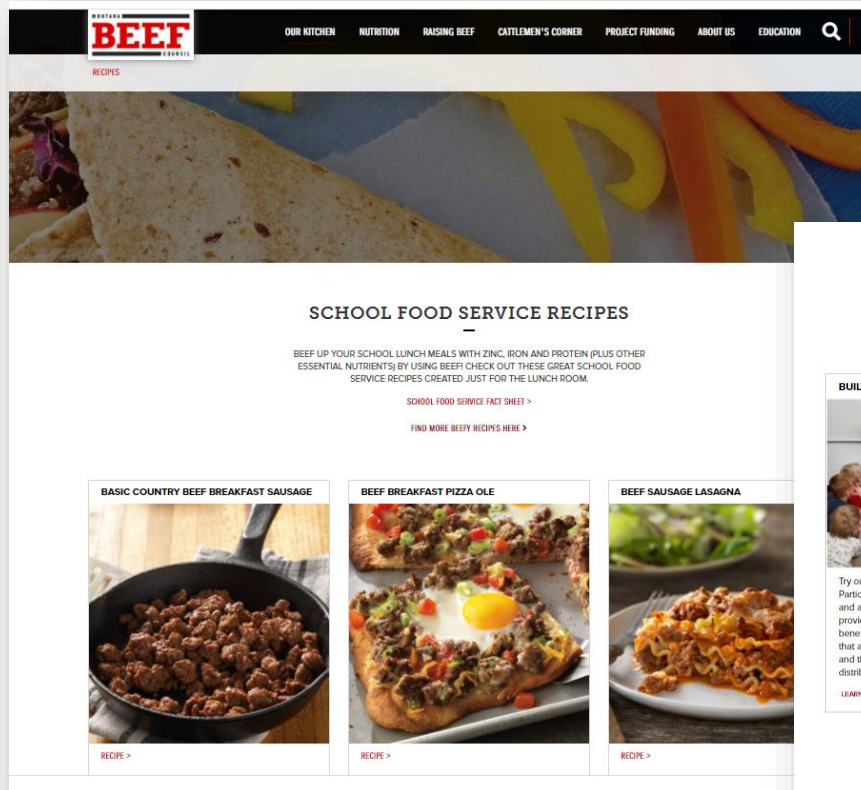


MONTANA CATTLEWOMEN RANCH RUN

- This relay run through public and private lands managed by ranchers, portrays the positive image of cattle husbandry and sustainability. Runners experience pristine views and interact with other agriculture athletes and ranchers. The finish line includes a beef meal, educational materials and signage regarding beef sustainability and the importance of beef in an active lifestyle.



MBC WEBSITE RESOURCES



The screenshot shows the MBC website's 'RECIPES' section. At the top is a navigation bar with links: OUR KITCHEN, NUTRITION, RAISING BEEF, CATTLEMEN'S CORNER, PROJECT FUNDING, ABOUT US, EDUCATION, and a search icon. Below the navigation bar is a large banner image of a burrito. The main heading is 'SCHOOL FOOD SERVICE RECIPES'. Below this, a paragraph states: 'BEEF UP YOUR SCHOOL LUNCH MEALS WITH ZINC, IRON AND PROTEIN (PLUS OTHER ESSENTIAL NUTRIENTS) BY USING BEEF! CHECK OUT THESE GREAT SCHOOL FOOD SERVICE RECIPES CREATED JUST FOR THE LUNCH ROOM.' There are two links: 'SCHOOL FOOD SERVICE FACT SHEET >' and 'FIND MORE BEEFY RECIPES HERE >'. Below this are three recipe cards: 'BASIC COUNTRY BEEF BREAKFAST SAUSAGE' with an image of a skillet of sausage and a 'RECIPE >' link; 'BEEF BREAKFAST PIZZA OLE' with an image of a pizza topped with beef and a fried egg and a 'RECIPE >' link; and 'BEEF SAUSAGE LASAGNA' with an image of a plate of lasagna and a 'RECIPE >' link.

CLASSROOM RESOURCES

Learn how you can incorporate beef into your classroom! From meat identification and hands-on cooking resources to learning about beef from pasture to plate these great, FREE resources are easily incorporated into various classroom settings.

BUILT WITH BEEF



Try out the Built with Beef Activity! Participants will learn what protein is and about the essential nutrients provided by beef, along with the benefits of protein. They will discover that all proteins are not created equal and the importance of protein distribution throughout the day.

[LEARN MORE](#)

ACTIVITIES FOR KIDS



Coloring Pages, Word Search Sheets, Crossword Puzzles, Mazes and More!

[LEARN MORE](#)

BEEF UNIVERSITY



Beef U is FREE and EASY to incorporate into your teaching with the simple goal of educating your students on where beef comes from and how it can be successfully utilized in the kitchen.

[LEARN MORE](#)

MASTERS OF BEEF ADVOCACY



Masters of Beef Advocacy is your go-to program for training and resources to be a strong advocate for the beef community. This free, self-guided online course provides farmers, ranchers, service providers, consumers, and all members of the beef community the tools and resources to become a beef advocate and answer tough questions about beef and raising cattle.

[LEARN MORE](#)

MY AMERICAN FARM



Free online games for grades K-5 teach children math, reading, science and social studies skills in the context of agriculture. Check out these BEEFY

THE PURPLE PLOW



This STEM challenge platform for middle school and high school students offers a challenge and some parameters for students to work through the engineering design process to propose a solution.

[LEARN MORE](#)

PURPLE PLOW PUZZLES



These short challenges called "Puzzlers" give students a small challenge to work on that will generally take a couple hours.

[LEARN MORE](#)

FEEDING MINDS PRESS

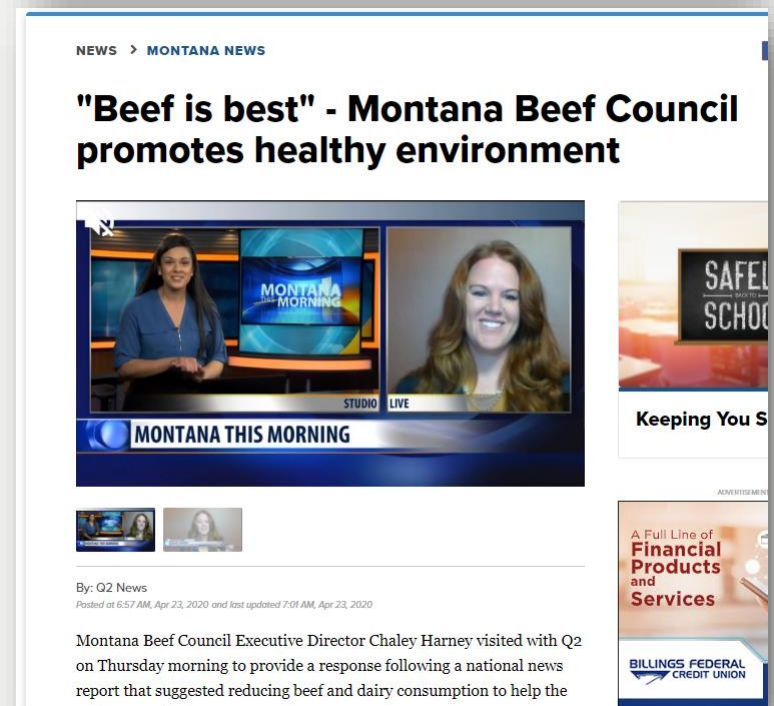


These accurate agriculture books are available for purchase but there are also FREE printable books for readers in grades 3-5. They can be read, or printed of either as a booklet or full page. (Great for younger ages too!)

[LEARN MORE](#)

EARTH DAY RECOVERY

- In response to suggested “Earth Day Activities,” KTVQ offered interview to allow for a balanced agriculture response.
- 4-minute interview with additional positive commentary from the anchor and meteorologist afterward
- Dozens of positive social media responses following MBC interview



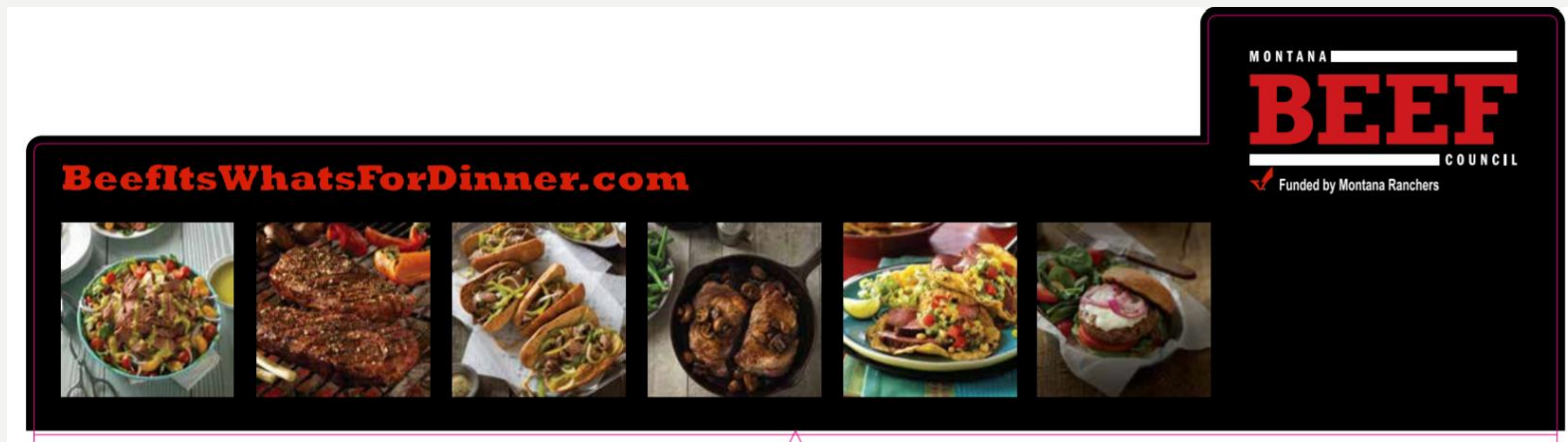
BEEF PROMOTION



RETAIL MEAT CASE DIVIDERS

Town & Country- Lewistown
Day one meat sales- \$4,000
Day two meat sales- \$8,000

Town & Country
FOODS



BILLBOARDS

Miles City, Three Forks, Missoula

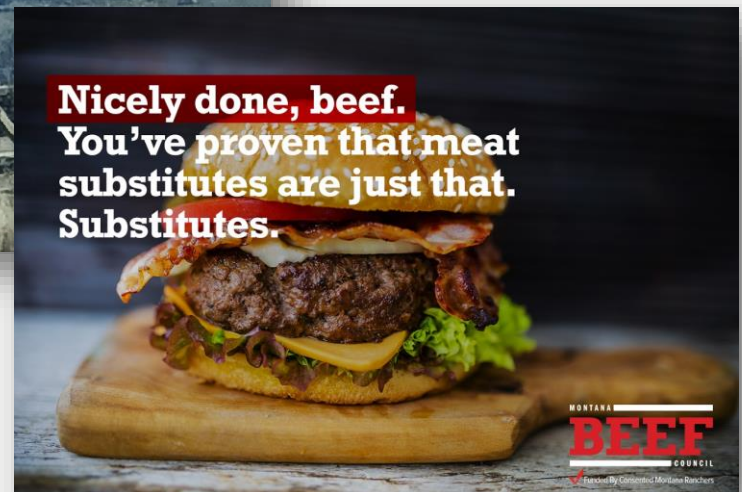


Repeat weekly viewers:

Missoula- 62,886

Miles City- 12,353

Three Forks- 23616



MONTANA CATTLEWOMEN LOCAL BLOCK FUNDING



- Support for local Cattlewomen events that promote and educate consumers about beef through nutrition information, hands-on demonstrations, ranch tours and stewardship of the land.
- Location: Statewide

BOBCAT SPORTS PROPERTIES



- MBC received logo placement on the in-game replays at 3 home football games. Approximately 75-85 replays air each game, with MBC on 1/3 of them.
- Audience Reach: Averaged 18,294 at each game
- Games: Homecoming, Pack the Place in Pink, Ag Appreciation



GRIZZLY SPORTS PROPERTIES

- MBC received LED signage at two Griz football games.
- Audience Reach: 46,405



NORTHERN NEWS NETWORK

- Annual radio advertising campaign on 50 radio stations across Montana. The campaign focused on consumers ages 18+ in weather, news, talk and sports. Ads touted beef's nutritional benefits as well as promoted beef's image and brand, utilizing national radio ads.
- Ran 185 out of 144 radio spots. Averaged 3.4 bonus/unpaid spots per month.



KULR8 STEAKHOUSE TOUR

- Steakhouse Tour carried out for four months at Montana steakhouses chosen by KULR8 viewers. Two segments featured on television and radio each month.
- Banner ads, online segments, radio mentions.
- Locations: Jakes Downtown, Bull Mountain Grille, Dickey's BBQ, Carbon County Steakhouse



NORTHEAST BEEF PROMOTION INITIATIVE

- NEBPI extends beef content/messaging to the heavily populated Northeast region of the country (12 states), home to 23% of the U.S. population. They focus on supply chain engagement, consumer marketing, and nutrition influencer engagement.
- Event: 2020 Giant Capital National Barbecue Battle (virtual experience)
 - Digital ads, social media outreach, radio mentions, radio spots
- Audience Reach: Metropolitan Northeast Consumers- 771,000 impressions and over 3,300 engagements



MONTANA CATTLEWOMEN TRADE SHOW PROMOTIONS

- MCW participates in several large events held through the state, giving the opportunity to promote beef consumption. Most often samples are served with accompanying recipes. Frequent engagement with consumers allows for answering questions about beef production, health benefits of beef, cuts of beef and more.
- Audience Reach: 300+
- Events: MATE show, Beef & Bourbon pairing, Renegade Steer Show



U.S. MEAT EXPORT FEDERATION

- Worked with retailers to conduct special sales promotions for American beef.
- 2 major retailers with 505 total outlets featuring chuck eye roll steak, short plate, striploin steak.
- Following these promos, many other supermarket chains conducted similar promos, receiving POP materials and tasting demos.
- “Meat Day” promo on Feb. 29 at 141 outlets. Living up to the hype, the chain’s U.S. beef sales for the day grew 145%.



**Meat Day, or Niku no Hi is celebrated every 29th of the month, as 2 and 9, which can be pronounced ni and ku in Japanese, is pronounced identically to niku, the Japanese word for meat— February 29th was particularly momentous, happening once every four years.*

FIRST RESPONDERS LUNCH

- Nearly 450 beef lunches served at Riverstone Health and Billings Clinic for first responders and front-line workers in the area, coordinated by Passages Culinary Arts Program.





MENU

Arugula Salad • Chipotle Espresso Beef Tenderloin with
Chili Potatoes - Both paired with bourbon or red wine •
and Roasted Jalapeno Sorbet with Fresh berries, & Mint -
Paired with Gorgeous Vodka

Baron Cigars feature a Nicaraguan Habano wrapper, Dominican
and Dominican Seco and Nicaraguan Viso filler for a rich
natural aromatic, classic tobacco flavor.
No preservatives or artificial additives.

IT'S GOING TO BE A *Gorgeous* NIGHT AT THE DEPOT

BEEF BOURBON & CIGARS

9.11.20

Gorgeous
Billings Depot
A Montana Grill

BEEF
IT'S WHAT'S FOR DINNER

STACKED
A Montana Grill

Baron Cigars



HALF-OFF BEEF PROMOTION

- 19 restaurants across the state over 15 days
- 2,400+ pounds of beef sold
- Happy customers
- Happy staff
- Happy owners



HALF-OFF BEEF PROMOTION

- Some restaurants sold out of product and had to stop taking orders.
- Iron Star Pizza (Big Timber) sold out of their “Take n BBQ” packages in a matter of four hours!
- Airport Inn (Miles City) was only open from 4-8 pm...but they sold 238.5 pounds of beef! They had to take the phone off the hook to stop taking orders for a little bit and get caught up.
- A customer trying to order at Bull Mountain Grille (Billings) said their call log showed they called them 100 times trying to get through and place an order!
- Tall Boys Tavern (Hobson) sold out of prime rib by 10 a.m. and had to stop taking orders altogether at 2 p.m.



Audrey Olson

Yesterday at 6:31 PM • 🧑🏻🧑🏻

A big thank you to the Montana Beef Council for promoting beef by supporting restaurants in our state. Stan and I loved our steaks from our favorite place- Tall Boys Tavern and Catering, easily found in downtown Hobson. We would have had prime rib, but they were sold out by 10:00 AM this morning.



Write a comment...



BEEF KIT FOR RESTAURANTS

BEEF kit

MONTANA **BEEF** COUNCIL

BRING THEM TO THE TABLE WITH BEEF

HELLO THERE, READER!

The Montana Beef Council is your best resource for all things beef. Whether you are looking for new ways to utilize cuts, menu concepts, promotions or ideas, the cow boy knows that for as many years there have been questions about the best way to cook, and enough people about you or your restaurant are curious about. We're here for you.

This booklet is just a sample of what is available to you. We're here to help you succeed. Bring them to the table with you.

YOURS TRULY,

Chaley Harney
EXECUTIVE DIRECTOR, MBC

your beef resource

CHUCK

CHUCK ROLL
1600 Beef Chuck, Chuck Eye Roll

ORDER SPECIFICATIONS

- 1. Quantity (gallons)
- 2. Different or uniform portion sizes (gallons, pounds, etc.)
- 3. Method of packaging

COOKING METHOD
Braising (low heat, moist)

RECOMMENDED MENU APPLICATIONS
Stews for appetizers or main courses

CHUCK EYE ROLL
1600 Beef Chuck, Chuck Eye Roll

ORDER SPECIFICATIONS

- 1. Quantity (gallons)
- 2. Different or uniform portion sizes (gallons, pounds, etc.)
- 3. Method of packaging

COOKING METHOD
Braising (low heat, moist)

RECOMMENDED MENU APPLICATIONS
Stews for appetizers or main courses

COUNTRY-STYLE RIBS
1600 Beef Chuck, Chuck Eye Roll

ORDER SPECIFICATIONS

- 1. Quantity (gallons)
- 2. Different or uniform portion sizes (gallons, pounds, etc.)
- 3. Method of packaging

COOKING METHOD
Braising (low heat, moist)

RECOMMENDED MENU APPLICATIONS
Stews for appetizers or main courses

DENVER STEAK
1600 Beef Chuck, Denver Steak, Denver-Gar Steak

ORDER SPECIFICATIONS

- 1. Quantity (gallons)
- 2. Different or uniform portion sizes (gallons, pounds, etc.)
- 3. Method of packaging

COOKING METHOD
Dry Heat

RECOMMENDED MENU APPLICATIONS
Steak for appetizers or main courses

BEEF CUTS FOR FOODSERVICE

CHUCK	RIB	LOIN
CHUCK ROLL 1600 Beef Chuck, Chuck Eye Roll	RIB 1600 Beef Rib, Rib	LOIN 1600 Beef Loin, Loin
CHUCK EYE ROLL 1600 Beef Chuck, Chuck Eye Roll	RIB EYE 1600 Beef Rib, Rib Eye	LOIN EYE 1600 Beef Loin, Loin Eye
CHUCK EYE JERSEY STEAK 1600 Beef Chuck, Chuck Eye Jersey Steak	RIB EYE STEAK 1600 Beef Rib, Rib Eye Steak	LOIN EYE STEAK 1600 Beef Loin, Loin Eye Steak
COUNTRY-STYLE RIBS 1600 Beef Chuck, Country-Style Ribs	COUNTRY-STYLE RIBS 1600 Beef Rib, Country-Style Ribs	COUNTRY-STYLE RIBS 1600 Beef Loin, Country-Style Ribs
DENVER STEAK 1600 Beef Chuck, Denver Steak, Denver-Gar Steak	DENVER STEAK 1600 Beef Rib, Denver Steak, Denver-Gar Steak	DENVER STEAK 1600 Beef Loin, Denver Steak, Denver-Gar Steak
SHOULDER CLUB 1600 Beef Chuck, Shoulder Club	SHOULDER CLUB 1600 Beef Rib, Shoulder Club	SHOULDER CLUB 1600 Beef Loin, Shoulder Club
BRISKET 1600 Beef Brisket, Brisket	BRISKET 1600 Beef Rib, Brisket	BRISKET 1600 Beef Loin, Brisket
FLATIRON 1600 Beef Flatiron, Flatiron	FLATIRON 1600 Beef Rib, Flatiron	FLATIRON 1600 Beef Loin, Flatiron
PETITE TENDER 1600 Beef Petite Tender, Petite Tender	PETITE TENDER 1600 Beef Rib, Petite Tender, Petite Tender	PETITE TENDER 1600 Beef Loin, Petite Tender, Petite Tender

THIS IS US:

THE MONTANA BEEF COUNCIL WAS CREATED BY CATTLEMEN AND FOR CATTLEMEN IN 1954 AND IS ORGANIZED TO PROTECT AND INCREASE DEMAND FOR BEEF AND BEEF PRODUCTS THROUGH STATE, NATIONAL AND INTERNATIONAL CONSUMER MARKETING PROGRAMS THEREBY ENHANCING PROFIT OPPORTUNITIES FOR MONTANA BEEF PRODUCERS.

you + beef = love

STAY SOCIAL WITH US!
1000 Broadway Avenue, Suite 4, Billings, MT 59002
(406) 655-5576

BEEF

INSIDE /

intro to MBC - cut finder - cut charts - tools of the trade - foodservice tips - and more!

18-page resource guide for restaurant operators

TRUCKER APPRECIATION

- 850 lunches, 426 pounds of hamburger and 130 pounds of beef hot dogs
- Great response from truckers and very positive social media coverage



"I want to be sure and thank you for the amazing lunch we were served at the weigh station as we travelled through Billings for our company, May Trucking out of Brooks, Oregon. It was quite emotional for us to see all the people out there sacrificing their time to do that for us. It put a smile on our face, and gave us hope that we CAN return to normalcy soon. Thank you again for your care."

"Please thank everyone involved for the delicious lunch served at the Billings weigh station eastbound. Food was great, especially the burger."
-Rusty the Trucker

"West bound today on I-90 and got a fabulous meal at the weight station. I am speechless. Only one or two watery eyes. Thank you very much. I do appreciate."

**Montana Beef Council**
April 17 · 🌐

TRUCKERS MOVE AMERICA! [Montana Beef Council](#) is proud to keep them fed! We will be helping distribute beefy lunches at the I-90 Weigh Station, Exit 439, to keep them going for the long haul! [#thankyoutruckers](#) [#montanastrong](#) [#beefisfuelforthefinish](#)

TRUCKER APPRECIATION WE HOPE YOU ENJOY YOUR FREE MEAL ON US

Organized and distributed by Big Sky Pilot Car serving all of your Montana and beyond pilot car needs

406-697-5909
bigskypilots@outlook.com

Thank you drivers for all you have done in these trying times. We appreciate your sacrifice.

Thanks to all the volunteers and all who supported us.

Special thanks to Montana Department of Transportation, Montana Beef Council, Sysco, Sweetheart Bakery, Sam's Club, Walmart, Frito Lay, Uhaul, Silver Tip Propane

 66

8 Comments 55 Shares

NEWSWIRE



Montana Beef Council
2795 Enterprise Ave., Ste. 4
PO Box 80865
Billings, MT 59108
(406) 656-3336
www.montanabeefcouncil.org

NEWS RELEASE
May 11, 2020
FOR IMMEDIATE RELEASE

CONTACT INFO
Chaley Harney, Executive Director
(406) 855-2857
chaley@montanabeefcouncil.org

Promotion Boosts Restaurant Beef Sales and Staff Spirits

Promotional partnership grew beef demand and goodwill for Montana restaurants during COVID-19 by bringing comfort food to the family dinner table

BILLINGS, MONTANA – The Montana Beef Council (MBC) executed a promotional partnership that allowed many restaurants to boost sales while customers enjoyed discounted beef menu items during the statewide lockdown. During a two-week promotion, nearly 20 restaurants from all across Montana participated in the “half-off beef promotion” that allowed them to discount their beef menu items for one day only, and the MBC picked up the tab for the other half of all the beef sales.

“After the mandated social distancing guidelines, my mother-in-law, Valerie, and I felt disheartened about the future in food service, said Liz Carr, owner and operator of Tall Boys Tavern in Hobson. “While we put together various promotions to bring in customers, the Montana Beef Council’s partnership drew the most patrons we had seen in the two weeks since COVID-19 precautions closed our dining room! What a gift to participate with the Montana Beef Council.”

In one of their response efforts to the COVID-19 crisis, the MBC Board of Directors committed a limited amount of funding towards the partnership and the promotion filled up quickly. For each beef meal that was purchased, the MBC reimbursed the restaurant for half of the price and the customer enjoyed the meal at half of the cost. The partnership generated 2,400 pounds of beef sales and stimulated community restaurants beyond their expectations.

The phone did not stop ringing for the participating restaurants, and some had to take the phone off the hook or pause online ordering just to catch up with their orders. One customer reported that their phone log showed they tried calling their favorite restaurant 100 times trying to place an order. Another restaurant was only open from 4:00 p.m. to 8:00 p.m. and they sold 226 pounds of beef. The flurry of activity in one community even caused local law enforcement to check in on the situation.

“As I monitored the progress of each restaurant’s event, the response was incredible and heartwarming,” said Chaley Harney, Montana Beef Council executive director. “Many restaurants had such an overwhelming response that they sold out of beef, some in a matter of hours. It was incredible to see the response in each of the communities and the ripple effect of support during these challenging times.”

The participating restaurants reported a boost in employee morale and enjoyed the opportunity to be busy. This was a welcome stress compared to the worries brought on by COVID-19 closures which resulted in some restaurants closing operations altogether. Restaurant patrons safely filled curbsides, sidewalks and waiting areas to support the promotion that ran from April 10-25.

#####

Montana Beef Council is organized to protect and increase demand for beef and beef products through state, national and international consumer marketing programs thereby enhancing profit opportunities for Montana beef producers.



Montana Beef Council
2795 Enterprise Ave., Ste. 4
PO Box 80865
Billings, MT 59108
(406) 656-3336
www.montanabeefcouncil.org

NEWS RELEASE
April 9, 2020
FOR IMMEDIATE RELEASE

CONTACT INFO
Chaley Harney, Executive Director
(406) 855-2857
chaley@montanabeefcouncil.org

Comfort Food During Crisis

New beef promotion builds demand and goodwill for Montana restaurants during COVID-19 by bringing comfort food to the family dinner table

BILLINGS, MONTANA – The Montana Beef Council is rolling out a new promotion to help consumers enjoy the comfort of beef meals from their favorite restaurants during the COVID-19 pandemic. During the coming weeks, as restaurants across Montana remain closed, patrons can still purchase meals through takeout and delivery. And Montana Beef Council, through the help of Sysco Montana, is partnering with restaurants all across the state to offer “half-off” nights for beef meals. For each beef meal that is purchased, Montana Beef Council will reimburse the restaurant for half of the price and the consumer can enjoy the meal at half of the cost.

“This concept was created to bring the comfort and great taste of beef into homes all across the state,” said Kiley Martinell, Montana Beef Council president. “Bring them to the table with beef, and what better way to enjoy beef than to have your favorite chef prepare it?”

The Montana Beef Council Board of Directors unanimously approved putting nearly \$20,000 consented dollars towards this concept and it will be offered on a first-come, first-served basis to restaurants all across the state. Restaurants will then choose a date for their half-off feature night and consumers can look forward to ordering their favorite beef meal from them at half the price.

“These are challenging times for everyone, but we are up to the challenge and seeking ways to help others as we all work through this together,” said Martinell. “This promotion is good for our Montana ranchers to see that we continue to build beef demand even in times of crisis. And it is great for consumers to enjoy their favorite restaurant’s beef dishes in the comfort of their own homes.”

The Montana Beef Council continues to operate remotely and carry out the services of the Council. Restaurants that are interested in participating should contact Chaley Harney at (406) 855-2857 or chaley@montanabeefcouncil.org.

#####

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COMFORT FOR CONSUMERS DURING COVID LOCKDOWN

Montana Beef Council
March 25 · 🌐

Check out these tips for food safety, handling and storage to help if you're stocking your freezer or shopping in your freezer!



1 STORING BEEF

- When shopping, pick up beef just before checking out. If it will take longer than 30 minutes to get it home, consider keeping it cold in a cooler.
- Refrigerate or freeze as soon as possible after purchasing.
- If you plan to freeze your beef, think ahead to your weekly meals and re-package into right-size portions for you and

Montana Beef Council
March 26 · 🌐

Hungry for learning? Check out these interactive games to keep your kids going! <http://www.myamericanfarm.org/classroom/games>
Montana Farm Bureau Federation American Farm Bureau Federation
American Farm Bureau Foundation for Agriculture



Montana Beef Council
March 29 · 🌐

Do you know proper freezing and defrosting methods for beef? Here's a handy guide:

REFRIGERATOR AND FREEZER STORAGE GUIDELINES

Recommended Storage Times for Maximum Quality

Beef Cut	Refrigerator 35°F to 40°F	Freezer 0°F or below
Fresh Beef	From Package Date	
Steaks, Roasts	3 to 4 days	6 to 12 mo.
Stew meat, Kabobs, Strips	2 to 3 days	6 to 12 mo.
Ground Beef	1 to 2 days	3 to 4 mo.
Leftover Cooked Beef		
All	3 to 4 days	2 to 3 mo.
Cured/Smoked/Ready to Eat Beef		
Corned Beef, ready-to-cook	1 week	2 weeks
Frankfurters, Deli Meats	3 to 5 days	1 to 2 mo.
Beef Sausage, smoked	1 week	Not recommended

Montana Beef Council
March 31 · 🌐

Activities for Kids: Coloring Pages, Word Search Sheets, Crossword Puzzles, Mazes and More!
<https://www.montanabeefcouncil.org/education/classroom-resources>



Montana Beef Council - Classroom Resources
Learn how you can incorporate beef into your ...

Montana Beef Council - Resources
Learn how you can incorporate


Montana Beef Council
April 1 · 🌐

Want the kids to help out in the kitchen? Check out these kid-friendly recipes:
<https://www.beefitswhatsfordinner.com/recipes/collection/10058/kid-friendly-fare>
PC: Graphic Finesse LLC



Montana Beef Council
April 9 · 🌐

These individual pizzas call for only four base ingredients and can be customized by each family member based on available ingredients!
www.beefitswhatsfordinner.com/recipes/recipe/4695/personal-beef-pizzas



BEEFITSWHATSFORDINNER.COM
Personal Beef Pizzas
Made exactly as you like it, these individual pizzas are fun to make together.

NEWSWIRE



Montana
2795 Enterprise Ave., Ste. 4

Billings, MT 59108

www.montanabeefcouncil.org

NEWS RELEASE
April 9, 2020
FOR IMMEDIATE RELEASE

CONTACT INFO
Chaley Harney, Executive Director
(406) 656-3336
chaley@montanabeefcouncil.org

Favorable Court Ruling for Montana Beef Council and Montana Producers *Favorable court ruling allows Montana Beef Council to get back to its mission*

BILLINGS, MONTANA – On March 27, 2020 the Montana Federal District Court granted the U.S. Department of Agriculture (USDA) summary judgement in the case of the Ranchers-Cattlemen Action Legal Fund, United of America (R-CALF USA) vs. Perdue. In the suit, R-CALF USA alleged the use of industry assessments of state beef councils for advertising and promotional materials violated the First Amendment rights of beef producers. The Court found that speech by Montana Beef Council (MBC), operating under the Memorandum of Understanding with the USDA, is government speech.

The court entered a final judgement which effectively dissolves the preliminary injunction previously in place from March 21, 2017. Therefore, as of March 28, Montana beef producers are no longer required to complete a *Producer Fund Montana Beef Council* form. Montana Beef Council will remain in agreement under the USDA Memorandum of Understanding. Further, MBC can resume retaining fifty cents of each dollar collected in Montana to be used for promotion, research and education under the guidance of the Montana Beef Council Board of Directors, the USDA, and USDA oversight. Producers are still permitted to redirect their fifty cents to the Cattlemen's Beef Council.

"This is a huge win and a huge relief," said Montana Beef Council President Kiley Martinell. "Our board and I have seen our operation turned upside down during this, but still managed to carry out valuable beef promotion and continue to look forward to resuming business operations and I am excited about all the meaningful beef promotion and efforts we can continue on behalf of Montana's ranchers."

Montana Beef Council is currently operating remotely due to COVID-19. The next board meeting is scheduled for April 19, 2020 at the Montana Beef Council office in Billings and producers are always welcome to attend. Producer questions should contact Chaley Harney at (406) 855-2857 or chaley@montanabeefcouncil.org.

- ##### -

Montana Beef Council was created by cattlemen and for cattlemen in 1954 and is organized to protect and increase demand for beef and beef products through state, national and international consumer marketing programs thereby enhancing profit opportunities for Montana beef producers.



Montana Beef Council
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NEWS RELEASE
March 30, 2020
FOR IMMEDIATE RELEASE

CONTACT INFO
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Beef. It's What's For Dinner. Shares Easy Recipes Featuring Pantry and Freezer Staples *Montana Beef Council helps make the most of groceries with simple and satisfying beef recipes*

BILLINGS, MONTANA – While families are spending more time at home, the Montana Beef Council is here to help by sharing beef recipes using common freezer and pantry staples. Some of these options include:

- [Beef and Egg Breakfast Mugs](#) – Four basic ingredients and a mug is all that is needed for this recipe.
- [Beef Quesadillas](#) – This complete meal can be table ready with just five ingredients and 30 minutes.
- [Beef Jerky Trail Mix](#) – A convenient and customizable snack with as few as four ingredients.
- [Classic Beef Meatloaf](#) – This simple meal calls for fewer than 10 pantry staples and 1.5 pounds of ground beef.
- [Chocolate Beefy Brownies](#) – An easy brownie recipe that can be made with items commonly kept on hand.

"Beef It's What's For Dinner is here to help with meal solutions by providing recipes that use common staples many families already have in their pantries and freezers," said Chaley Harney, Montana Beef Council Executive Director. "These recipes are easy to make with the step-by-step directions on BeefItsWhatsForDinner.com."

In addition to these simple recipes, check out BeefItsWhatsForDinner.com for a full collection of [cooking lessons](#). With detailed instructions and tips for a dozen different cooking methods, from grilling to pressure cooking, these cooking lessons are a great resource for all levels of home chefs.

- ##### -

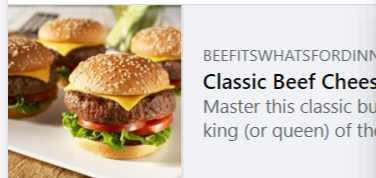
The Montana Beef Council is organized to protect and increase demand for beef and beef products through state, national and international consumer marketing programs including promotion, education and research, thereby enhancing profit opportunities for Montana beef producers.

THE SOCIAL NETWORK

A burger {recipe} a day...to build up to National Beef Burger Day!

 **Montana Beef Council** May 14 · 🌐

Master this classic burger recipe and you'll be the king (or queen) of the grill from here on out!
<https://www.beefitswhatsfordinner.com/recipes/recipe/3890/classic-beef-cheeseburgers>



 **Montana Beef Council** May 26 · 🌐

Have you seen all those burger recipes? Are you ready for National Beef Burger Day on May 28! What's your favorite burger topping?



 **Montana Beef Council** May 22 · 🌐

This unique burger is topped with the flavors of Thailand: peanut butter, lime juice and hoisin with the crunch of cabbage.
<https://www.beefitswhatsfordinner.com/recipes/recipe/4655/thai-burgers>



 **Montana Beef Council** May 17 · 🌐

Six ingredients are all you need to prepare this delicious, delectable deli burger recipe.
<https://www.beefitswhatsfordinner.com/recipes/recipe/6078/deli-burgers>



 **Montana Beef Council** May 28 · 🌐

HAPPY NATIONAL BEEF BURGER DAY!
Here are some ideas to prepare your celebration today!
<https://www.beefitswhatsfordinner.com/recipes/collection/10039/the-tastiest-burgers>



GIVEAWAYS!



Montana Beef Council

June 15 · 🌐

Enter our Grilling Giveaway! It's the perfect gift for the Dad in your life!
#dadslovebeef

<https://www.facebook.com/events/3106085499471762/>



Montana Beef Council
August 24 at 8:00 AM · 🌐

More anniversary trivia...

How many steaks were sent to the New York Yankees? Comment with your guess for a chance to win some #UnitedWeSteak swag!



MONTANANS BEEF UP THE YANKEES

Don't let the top hats fool you—they were recognized costume at the 75th annual MSGA convention in Miles City where Montana's three top cattle industry groups, the MSGA, the Montana Beef Council and the Montana Livestock Marketers Association, recognized the unbelievable pligst of the cellar-dwelling New York Yankees. The groups sent choice breakfast BEEF STEAKS to the Yankees with the idea that the state's three organizations have kept Montana Beef in first place for many years and can do the same for Casey Stengel's Yankees. Pictured left to right, admiring the BEEF steaks are Joe Elwell, Glasgow, Bob Elford, Bozeman, Gene Fickert, Glasgow and Robin MacNah, Bozeman, representing the three organizations.

MONTANA MAKES **BEEF** MAKES MONTANA



Montana Beef Council

August 8 · 🌐

It's our anniversary! On August 8, 1954, the Montana Beef Council was officially formed by dedicate Montana ranchers that wanted to create a way to promote beef.

Montana was the second state to create a beef promotion council.... Which state was the first? Comment with your guess for a chance to win some #UnitedWeSteak swag!



👍 32

5 Comments 5 Shares

👍 Like

💬 Comment

➦ Share



View 4 more comments

Oldest ▾



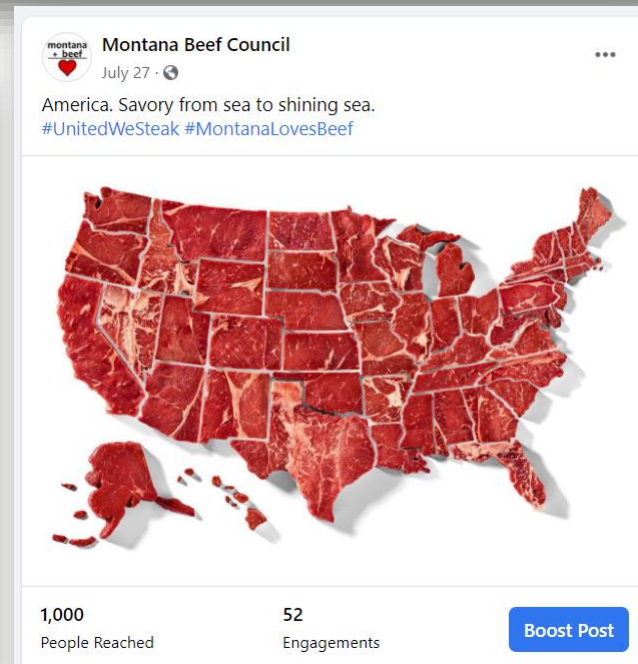
Author

Montana Beef Council

Thanks for playing! Nicely done, Kyle Bergum and Megan Albin... you are correct!

Like · Reply · Commented on by Chaley Harney · 5w

UNITED WE STEAK



YOUTUBE CAMPAIGN

The Montana Beef Council YouTube advertising campaign was a 50-day flight. This campaign focused on promoting the great taste of beef to consumers in Montana through Beef Checkoff video assets including United We Steak and summer grilling content.

Campaign Overview

- The campaign ran a mix of national and state-developed video assets including the United We Steak series and Montana's Checkoff video.
- In total, the campaign generated **183,511 video views** and has reached people **277,939 times**.
 - Video views are defined as the number of consumers who viewed the entire video or at least watched :30 seconds or watched the complete :06 bumper videos.
- The videos had a **44.28% view rate**, meaning over four in ten viewers chose to watch the entire video they were served.
 - This is right at the average for :15 and :30 second videos we see from other national and state campaigns and well above the industry average of 32%.
- The average **cost per view was \$0.03** which is below our goal of \$0.04 (industry average is \$0.05), allowing the Checkoff dollar to reach even more consumers via digital video.
- Total budget: \$2,500

PRODUCER PARTNERSHIP



THE PRODUCER PARTNERSHIP

The Producer Partnership is a Montana effort to take locally donated animals and process them into hamburger to be donated to those in need.

Beefing up our communities.

RANCHERS



If you would like to donate cattle to the Producer Partnership to benefit your community, click the link below to submit your details and availability.

[LEARN MORE >](#)

PROCESSORS



If you are a qualified processing facility that would like to participate in the Producer Partnership, click the link below to submit your facility as a participating processor for your community.

[LEARN MORE >](#)

CASH DONORS



If you would like to be a generous donor to the Producer Partnership, click the link below to submit your details and availability.

[LEARN MORE >](#)

LOCAL FOOD CENTERS



VOLUNTEER



ABOUT US

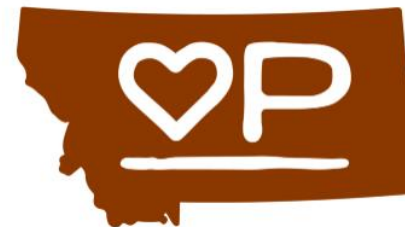


[THE MONTANA PARTNERSHIP](#) [OUR DONORS](#) [STORIES](#) [WHO WE ARE](#)

FARMERS AND RANCHERS WORKING TO END HUNGER IN MONTANA.

15,000

POUNDS OF HAMBURGER DONATED TO-DATE



The Heart P Bar is more than our brand. The Heart is a symbol of our gratitude, love and respect for the land and the food bounty it provides us every day; The P represents a collaborative partnership of generous individuals, businesses, and community leaders; and, the Bar binds us all together as one state working to end hunger in Montana.



FEDERATION DIRECTORS

Kiley Martinell

Health & Nutrition
Committee

Investor Relations
(co-chair)

Kathy Creighton-Smith

Consumer Trust
Committee

Market Research
Working Group

Andy Kellom

Innovation
Committee

Chaley Harney

Beef Safety
Committee (non-
voting)

**MONTANA
RESEARCH
\$.25
FUNDS**



ENVIRONMENTAL STEWARDSHIP AWARD

- The TG Ranch was honored as the 2020 Environmental Stewardship Award (ESAP) winners August 19, at the Montana Stockgrowers Association's MidYear Meeting in Billings. Each year, the ESAP award recognizes a Montana ranch that exemplifies environmental stewardship and demonstrates a commitment toward improved sustainability within the beef industry.
- The Voldseth family has been ranching in the valley of the upper Mussellshell River for more than 140 years, working to preserve and enhance the land for generations to come. David, June and Vance Voldseth accepted the award on behalf of the family ranch.



MSU CELEBRATE AG WEEKEND

- Beginning with the Thursday evening social, then onto the Ag Econ Conference, followed by the Award & Scholarship Dinner, and wrapping up with the pre-game brunch, the Celebration of Ag weekend is full of support and gratitude for past and future agriculturalists.

Smoked Beef Brisket from Pioneer Meats

Brian and Kary Engle, owners.



Starting in 1993 out of a wrecked semi reefer, two children and one Animal Science degree later, Brian and Kary bought

20 acres on the outskirts of Big Timber and started their new venture. Pioneer Meats processes and sells a multitude of Montana meats, making them a great source for the food service at their university, Home of the Bobcats.

NUTRITION in this 4oz serving

protein	32g
iron	20%
calories	350
calories from fat	100
total carbs	9%

