

The second half of the partnership included an invitation-only event for men in Billings. Sixty men enjoyed an evening learning about heart health at various stations. There was a build-your-own beef rub bar, a barbecue demonstration using an AHA-certified beef recipe, and beef nutrition information showing research on how beef can be part of a heart healthy diet. MBC worked with the Billings high school Career Center culinary classes to create heart-healthy beef appetizers. High Plains Brewing collaborated with MBC to create a beef and beer brochure with recipes and information on how both beef and beer can have cardiovascular health benefits.

## DIETITIANS HEAR BENEFITS OF BEEF

MBC reached Montana's most active and influential dietitians at their annual conference in June 2017 and provided them educational resources to promote beef to their clients. These included lean beef recipes, a build-your-own spice rub bar, and information on the importance of beef in a healthy, active lifestyle. MBC sponsored nationally recognized speaker Heather Leidy, Ph.D., Associate Professor and Director of the NIH-supported Clinical Research Center in the Department of Nutrition Science at Purdue University. Dr. Leidy presented Exploring the Benefits of Increased Dietary Protein for Improved Appetite Control, Satiety, and Weight Management throughout the

## MONTANA BEEF COUNCIL STATEMENT OF REVENUES & EXPENSES OCTOBER 1, 2016 - SEPTEMBER 30, 2017

### REVENUE

Net in-state revenue	899,608
Interest and other income	3,521
<b>Total Revenue</b>	<b>903,129</b>

### EXPENSES

International Marketing Programs	110,780
Domestic Marketing Programs	273,562
Retail Programs	6,882
Food Services	4,325
Promotional Programs	28,028
Advertising	7,559
Beef Safety	17,677
Education	32,456
Producer Communications	34,300
Administration*	332,829
Total Expenses	848,398
<b>Excess of Revenue Over Expenses</b>	<b>54,731</b>

### FUND BALANCE

Beginning of Period	\$305,875
End of Period	\$360,606

\*Administration includes: insurance, office lease, equipment, office supplies, postage, telephone, board expenses, travel, salaries and payroll taxes.

lifecycle, which included research showing the importance of consuming a high-protein breakfast.

## TEAM BEEF MONTANA 2017

Team Beef Montana 2017 had 80 athletes participating in endurance events within and outside our state borders. Each Team Beef Montana member receives a beef running jersey after completing the team beef application and passing the beef nutrition quiz, which provides the members with community outreach ideas and opportunities to advocate for beef. Team Beef members shared their race successes throughout the year with pictures on social media sites. Montana's Running Ranchers, an independent group of Team Beef Montana members, were also advocates for eating lean beef and exercising as they competed in two, 200-mile Ragnar Relay races during the fiscal year; Hawaii in October 2016 and Colorado in August 2017. Their "beefy" jerseys also sparked a lot of conversations with fellow athletes as they shared what it was like to be a runner and a rancher, and to help feed the world. Team Beef Montana has the potential to be seen by tens of thousands of athletes each year.

## MONTANA BEEF COUNCIL BOARD OF DIRECTORS\*



\*The board is comprised of 12 appointed volunteers, representing various segments of the industry. L to R: Jan Allen, Kiley Martinell, Richard Anderson, Linda Swanz, Bill Cok, Jim Taber (Vice-President), Kristin Larson (President), Brett Dailey, Bruce Lee, Andy Kellom and Kathy Creighton-Smith.

## CATTLEMEN'S BEEF BOARD REPRESENTATIVES

Leo McDonnell, Columbus  
Ross Racine, Billings  
Lyle Peterson, Custer

## FEDERATION REPRESENTATIVES

Kathy Creighton-Smith, Chinook  
Kiley Martinell, Dell  
Kristin Larson, Sidney  
Linda Swanz, Judith Gap

## MONTANA BEEF COUNCIL STAFF

Chaley Harney, Executive Director  
Lisa Murray, Director of Nutrition and Consumer Information  
Tammy Bridges, Director of Collections and Compliance  
Sue Broyles, Business Manager

## BEEF QUALITY ASSURANCE

In the past year, 315 beef producers were certified in the Beef Quality Assurance Program, with about 600 more attending the nearly 20 training seminars around the state to learn more about best management practices. BQA certified and trained producers represent 93,300 head of Montana cattle.

## KEEPING BEEF ON THE TABLE

Beef cookery is a challenge for young parents looking for easy, convenient and great tasting meals to feed their families. Montana Beef Council (MBC) provided retailers around the state with 15,000 holiday roast and summer grilling recipe brochures, posters and meat case signs for about 140 stores.

MBC also partnered with Wheat Montana and various retailers for social media photo contest, #MyBackyardBurger, the winner received beef, Wheat Montana products and grilling accessories.

MBC held three sold out cooking classes where attendees learned about cooking the Perfect Prime Rib, Stir Fry Sensations and the Best of Barbeque.

## INFLUENCER TOUR

MBC, along with the Montana Stockgrowers Association - Research and Education Endowment Foundation, provided a ranch tour for chefs, foodies and media professionals. The tour provided a hands-on experience on a working Montana cattle ranch. The experience bolstered their understanding and accurate, complete view of ranching's role in sustainability and environmental stewardship. The tour empowered the attendees to speak passionately and accurately to their customers, friends and readers about Montana ranchers.

## BEEFING UP THE CLASSROOM

For the fourth year, MBC had the opportunity to work with the Montana State University Agriculture Communications class for a professional media training session, equipping the up-and-coming agriculture advocates with practical skills for their future. Daren Williams, NCBA senior executive director of communications, spent four intensive hours of training with the students and the response was excellent.

MBC staff spent a day with seven Bozeman High School culinary classes to share information on beef nutrition, beef cuts and beef cooking.

In partnership with the Montana CattleWomen, beef materials and presentations were provided to 75 elementary classrooms and 2,500 students. Beef was provided to Family and Consumer Science classrooms for in-class demonstrations to educate 4,500 middle school and high school students. Family and Consumer Science teachers are offered free education materials for their classrooms from the MBC at their annual meeting.

The MBC provided a hands-on class and interactive booth during the annual Girls in Science STEM (science, technology, engineering and math) event, which introduces girls to STEM careers.

## BEEF AND HEART HEALTH

MBC partnered with the American Heart Association(AHA) for the annual Go Red for Women Luncheon held in Missoula by sponsoring a session titled: Healthy Meals at Home. The Missoula Culinary School demonstrated to a packed room of 65 attendees how to make two of the beef checkoff recipes, Moroccan Beef Stew and Sweet Potato Beef Mash-Up. Lisa Murray, Registered Dietitian, shared that not only can lean beef be part of a heart-healthy diet, it can even help lower cholesterol as part of a healthy diet and lifestyle. The 300 attendees for the Go Red luncheon enjoyed beef flank steak as the main entrée and went home with beef recipes and nutrition information.



# 2017 MONTANA Beef Council Annual Report

JOIN THE CONVERSATION  
Website – [montanabeefcouncil.org](http://montanabeefcouncil.org)



## DEAR FELLOW PRODUCERS,



Beef and great, unforgettable meal experiences seem to go together. A succulent steak on your birthday, juicy summer hamburger

straight from the grill or wonderful Sunday pot roast with the family not only create immediate and delicious taste sensations, but plant wonderful memories in the brain.

Assuring that the beef in these situations is the best it can be is important. But what beef attributes are most important to consumers when they sit down to enjoy a beef meal? And how do we measure how well we're doing in producing high quality beef for them? How can we make these beef-eating experiences even more memorable?

Those are just a few of the questions we ask ourselves through the Beef Checkoff Program to assure that we're not just meeting consumer expectations for wonderful beef experiences, but exceeding them. This report shows how the checkoff helps provide measurements for beef quality that are quantifiable, guidelines that are reasonable and consumer insights about quality that are helpful and valuable. You will also learn about some of the tools we're using to communicate quality and value to consumers.

The pursuit of quality is never-ending, but at the same time satisfying and rewarding. Beef is a great product that already fills a consumer want. Making it better is the icing on the cake.

Yours truly,

Jerry Effertz, Chairman  
Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

## THE QUALITY EQUATION

When they sit down for a meal, more than anything else consumers want food that tastes great. Beef producers have a product that both tastes good and is good for them. What should the beef industry do with this fact?

Through its checkoff program, a wealth of knowledge about beef and beef eaters becomes the foundation for research, education and promotion programs that establish benchmarks for beef quality, while providing guidelines for delivering even more of those beef qualities that consumers want. Obviously, it starts at the beginning.

## THE 2016 NATIONAL BEEF QUALITY AUDIT



What cattle producers do to raise beef has an impact on quality. Every five years since 1991 the beef industry, through its Beef Checkoff Program, has provided a set of guideposts and measurements for cattle producers and others to help determine quality conformance of the U.S. beef supply. Results from the National Beef Quality Audit have helped lead to improvements in cattle and beef production through the years, including reductions in carcass blemishes and fewer lost opportunities related to branding and other practices.

Reported in 2017, results from the 2016 NBQA, conducted for steers and heifers as well as cows and bulls, show that the industry continues to improve the quality of its product, and identifies where improvements can still be made. Among the findings was a significant increase in USDA Choice and Prime carcasses, and a high mobility score for cattle entering packing plants, which shows an improvement in animal handling. The number of blemishes, condemnations and other attributes that impact animal value remain small.

Improvements can still be made, however. The NBQA for steers and heifers identified lost opportunities in hitting optimum carcass yield and grade targets and reducing offal condemnation rates, particularly for livers, while among other issues the cow and bull report identified opportunities to make progress by implementing measures to eliminate carcass bruising on the farm, in transport and at the packing facility.

To help tell the positive beef story, the checkoff-funded Beef Quality Assurance Program, managed by NCBA as a contractor to the Beef Checkoff Program, helps beef producers understand the do's and don'ts of raising high quality beef.

Consumers can learn more about how beef is produced through many checkoff-funded programs that tell that story. The multiple efforts to connect with consumers about issues have been highly successful. For example, research conducted by IPSOS Public Affairs in 2016 showed that over 80 percent of consumers graded fresh beef an A or B for safety.

Safety isn't the only beef attribute on the radar. The checkoff-funded Consumer Beef Index (CBI) shows that more than 70 percent of consumers consider beef to be a good balance of taste and nutrition.

## A TRAIL TO TENDERNESS

The checkoff-funded National Beef Tenderness Survey demonstrates tenderness has improved significantly since 1990. In fact, there has been a 34 percent improvement in beef tenderness over that time.

Improvements in beef tenderness have remained fairly steady over the past five years despite drought and other challenges that could have derailed its progress. The 2015/2016 survey found that beef is delivering a good eating

experience to consumers. It also suggested the industry is keeping its eye on the ball when it comes to protecting the improvements in tenderness it has made.

Most steaks surveyed were considered tender. While cuts from the round have a wonderful flavor profile they remain an industry tenderness challenge. Increased efforts to optimize aging practices and checkoff-funded consumer education on proper cooking for cuts from the round and other primals will help provide greater consumer satisfaction with tenderness.

## AN EVOLVING CONSUMER

Knowing what the consumer wants, and how they go about purchasing it, is at the heart of beef checkoff consumer research and marketing efforts. The research is conducted by the checkoff's market research team using a variety of surveys and data-driven consumer behavior and attitude research tools.

For instance, CBI research shows that beef performs well on key quality attributes important to consumers. Almost 90 percent of consumers say beef is great tasting as well as a great source of protein. A checkoff-funded steak satisfaction tracker supports this, showing in a current survey that 90 percent of consumers say they were very satisfied with their recent beef eating experiences.

Consumers who say they are planning to consume more beef give their reasons as:  
They prefer the taste (85 percent);  
They want to add protein to their diet (77 percent);  
They believe there is better availability of cuts (76 percent);  
and They say beef is more of a family favorite (73 percent).

## REACHING BEEF'S FINAL STOPS

The beef checkoff's Masters of Beef Advocacy (MBA) program had acquired 10,000 graduates by 2017, providing consumers with a link to producers who put quality beef on their tables. Started in 2009, this group of beef and dairy producers – along with chefs, teachers, doctors, dietitians and others in the beef community – are equipped to engage with consumers and encouraged to participate in advocacy efforts.

MBA graduates have put their skills to use in many ways, from providing a rancher's perspective for a magazine article to promoting an MBA campaign. The Top of the Class, a next-level advocate training program, regularly taps its members for media interviews, speaking engagements and other national opportunities.

Building on the program's initial success, a new set of MBA lessons were released in 2015, and an interactive app for iPhone and Android introduced in 2016, giving MBA graduates access to beef information at their fingertips.

Consumer beef marketing efforts use digital media that include social and entertainment platforms such as Facebook, YouTube, Instagram, Hulu and others. The Beef. It's What's For Dinner Facebook (www.facebook.com/BeefItsWhatsForDinner/) page has more than 1 million

followers, and the BeefItsWhatsForDinner.com website has circulated more than 1.4 million recipes.

The beef checkoff will have had more than 40 million video views in 2017. This past year Facebook Live, for instance, hosted a "Be Your Own Butcher" from the checkoff's Culinary Center that provided hands-on cutting demonstration by a meat cutting expert, reaching nearly 140,000 consumers.

## OUTSIDE OUR BORDERS



Whether working to expand high-end chilled beef exports to Asia, or helping find new destinations for beef livers, the Beef Checkoff Program's international marketing efforts are boosting global demand for U.S. beef. In the first six months of 2017, U.S. exports totaled 606,876 metric tons (mt) – an increase of 12 percent over the first half of 2016.

Export value increased 15 percent to \$3.35 billion, which equates to about \$270 for every fed steer and heifer slaughtered – up 8 percent year-over-year.

Beef exports to leading market Japan exceeded last year's pace by 23 percent in volume (150,812 mt) and 28 percent in value (\$905.8 million). Exports to South Korea were up 13 percent in volume (83,357 mt) and 21 percent in value (\$527.7 million). Chilled beef exports to Japan and Korea were up 40 percent and 83 percent, respectively, as the U.S. captured more than 50 percent of both countries' chilled beef market.

The beef checkoff will also play a major role in reintroducing U.S. beef to meat buyers in China, which in June reopened to U.S. beef for the first time since 2003.

## CATTLEMEN'S BEEF BOARD FISCAL YEAR 2017 EXPENDITURES

Promotion . . . . .	\$7,871,078
Research . . . . .	\$9,102,863
Consumer Information . . . . .	\$7,913,258
Industry Information . . . . .	\$4,180,808
Foreign Marketing . . . . .	\$8,140,797
Producer Communications . . . . .	\$1,498,613
Evaluation . . . . .	\$202,832
Program Development . . . . .	\$292,090
USDA Oversight . . . . .	\$465,853
Administration . . . . .	\$1,796,725
<b>TOTAL EXPENSES . . . . .</b>	<b>\$41,464,917</b>

*Audited Numbers*

\*This total also includes CBB's costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.