



2024 Annual Report



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*The board is comprised of 12 appointed volunteers, representing various segments of the beef industry.

Staff



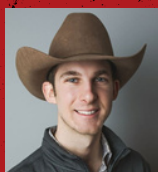
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Al Koenig,
Field
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powering projects WITH PROTEIN

BQA BOOSTS TRUST

MBC welcomed over **600 certifications** through the Beef Quality Assurance (BQA) program this year, ensuring safe and responsible beef production.



When it comes to making a meal decision, many factors are top of mind for consumers. Of those consumers with questions about cattle production, **32 percent** are concerned about animal welfare*. The more robust BQA is, the more validity it has with consumers.

*Source: National Cattlemen's Beef Association, Consumer Beef Tracker, 2019

EXPANDING REACH



MBC saw **67K new social media interactions**. 50% of consumers use social media to research food,* making it a tool for educating others about beef.

*Source: International Food Information Council (IFIC), "2023 Food and Health Survey."

IN THE CLASSROOM

Whether it was at an FFA event or in the classroom, MBC taught high schoolers all about beef! Experiential learning, like hands-on workshops, increases retention rates by up to 75%,* helping participants apply knowledge effectively.

*Source: National Training Laboratories, "Learning Pyramid," 2020.

FUELING ATHLETES

30+ new athletes joined Team Beef to have "FUELED BY BEEF" on their jerseys including ranchers, veterinarians, family physicians, and butchers!



Studies show that **74%* of consumers are more likely to trust a brand** or product when they see it endorsed by athletes during events, such as on jerseys or gear.

*Source: Nielsen, "Global Sports Marketing Trends," 2022.



FARM FAIRS

Hundreds of **elementary students explored agriculture** at 3 farm fairs, learning about beef's role in nutrition. 74% of adults feel more connected to ag* when exposed to hands-on ag education in their youth.

*Source: National Agriculture in the Classroom Org, "Connecting Agriculture to the Classroom," 2020.

DIETETIC FIELD TRIP

Future dietitians toured Montana ranches, learning about beef production and nutrition firsthand. Dietitians recommend foods to help people improve their health and well-being.

FEEDING FANS

Thousands of fans enjoyed beef sliders and BEEF swag, seeing it makes the ultimate game-day food. Protein-rich meals like beef provide* sustained energy and recovery, making it a winning choice for any occasion.

*Source: Journal of Nutrition and Dietetics, 2021.



Watch a video on
MBC's work from
the past year!



OUR MISSION

The Montana Beef Council is organized to enhance profit opportunities for Montana cattle and beef producers by increasing demand for beef and beef products.



BEEF ON THE JUMBOTRON

MBC and the Montana High School Association teamed up to fuel Class B State Basketball athletes in Billings.

- More than 13,000 fans attended
- 526 beef sticks handed out
- 26 games featured MBC outreach
- Jumbotron ads and in-arena videos amplified beef's message, while Refuel Carts and the MBC Booth engaged athletes.
- Coaches appreciated MBC's presence, reinforcing beef's role in fueling performance.



BEEF IN THE LUNCHROOM

MBC developed a School Foodservice Beef Resource Guide to help school cooks incorporate more beef into student meals.

- Features a Beef to School Flowchart to connect schools with local beef
- Promoted at the Montana School Nutrition Conference where attendees received Taco Soup recipes linking to the digital resource

By providing tools and education, MBC is helping schools serve more protein-packed meals to Montana students.



BEEF FOR THE MEETING

MBC expanded outreach at the Montana Academy of Nutrition and Dietetics Conference, connecting with dietitians.

- Hosted a Beef-it-Works meal & snack break
- Featured Dr. Frank Mitloehner on beef and sustainability
- Engaged dietetic interns through a beef-to-school resource booth

This event strengthened beef's role in nutrition conversations, ensuring health professionals understand its benefits.

Financial Report

Maximizing Impact



MBC operates on a relatively small scale compared to national marketing efforts but remains a vital force in beef promotion and education on behalf of Montana's cattle industry. With a net in-state revenue of \$903,418—funded by the \$1-per-head rancher investment—the council strategically allocates \$488,203 toward beef promotion. This investment is part of a larger national effort, as the Cattlemen's Beef Board takes in over \$42 million in revenue, dedicating \$27 million to promotion, research, and development. Even with all the other marketing and advertising in front of consumers, beef advertising was there! Montana's cattle industry remains a key economic driver, with 2.12 million cattle and premier cow-calf operators. Beef's unmatched nutritional value—25 grams of protein per serving with just one natural ingredient—reinforces the importance of sustained marketing efforts to educate consumers and expand demand. While the Montana Beef Council's financial reach is modest, its role in ensuring a strong market presence for Montana ranchers is essential.

*Source: National Cattlemen's Beef Association. (n.d.). Beef protein: A powerhouse of nutrition. Beef. It's What's For Dinner.

REVENUE

Checkoff Assessment	\$1,492,132
MT Cattle Sold in Other States	\$130,379
Less CBB's Remittance	(\$801,413)
Less Other State's Cattle Sold in MT ...	(\$9,541)
Net Assessments	\$811,557
Interest Income	\$91,861
Net In-State Revenue	\$903,418

EXPENSES

Promotion	\$180,709
Consumer Information	\$75,581
Industry Information	\$37,729
International Marketing	\$146,465
Domestic Marketing	\$161,029
Producer Communications	\$102,909
Administration	\$162,522
Collections & Compliance	\$148,121
Total Expenses	\$1,015,065

CHANGE IN NET ASSETS (-\$111,647)



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