



Vol 1. #3

Good Morning. It is July 30th. We would like to make sure that you are aware of the Applied Reproductive Strategies Workshop to be held on September 11th and 12th in Billings. This program will have the nation's top scientists discussing methods to improve reproductive efficiency in beef cattle. For information and registration materials call Anita Gray at 406.994.3414.

Have a steak this week

Even though poultry consumption has increased dramatically since 1980, percent of consumer spending on meat still favors beef, as shown in the following table.

Item	% of consumer spending on meat	
	1980	2006
Beef	54%	44%
Pork	27%	26%
Chicken	16%	26%
Turkey	<u>3%</u>	<u>4%</u>
	100%	100%

As shown above, pork and turkey spending has changed very little since 1980. Beef spending has declined 10%. This has been picked up by a 10% increase in chicken spending (SOURCE: USDA).

Continued Consolidation in the Beef Industry

The beef industry continues to consolidate, as shown in the following table.

Sector	Percent of market share
Largest 10% of cow-calf producers	54%
Largest 25 cattle feeding companies	45%
Largest 5 meat packing companies	85%
Largest 10 retailers	77%

Like it or not, consolidation is leading to a more coordinated production system that can deliver an increasing supply of branded or differentiated beef products to meet the diverse needs of consumers. Producers now have more opportunities to produce cattle that meet the specifications of these growing branded markets (SOURCE: Cattle-Fax Trends).

BQA “Train the Trainer” for County Agents Offered September, 10th in Billings

Clint Peck is just about done with the BQA training program materials and wants to unveil it to county agents on the evening of September 10th the evening prior to the start of the Reproduction Seminar at the Holiday Inn. The MT Beef Council will provide supper and we hope to get as many agents as possible to this “Train the Trainer” program. There is an excellent lineup of speakers for this program. The following letter from Clint better explains the program.

July 30 , 2007

Dear Extension Educator:

In the interest of ramping-up Beef Quality Assurance (BQA) programming in Montana, we'd like to involve as many Extension educators and MSU staff as possible in our educational and awareness efforts. As you can see by the agenda below, we have some exciting BQA projects on the front burner – and have others planned for the future. Therefore, we're inviting Extension field staff as well as specialists and administrators to attend a special BQA orientation and informational seminar. Your experience in producer and youth education is essential as we move forward in our task of reaching out to all beef production clientele across the state.

I hope you can join us!

Date/Time: Monday, Sept 10, 2007 -- 5:30pm – 8:30pm

Place: Billings Holiday Inn

Host: Clint Peck, Director, Beef Quality Assurance, Montana State University

Dinner: Sponsored by the Montana Beef Council

RSVP: cpeck@montana.edu

Agenda:

- *Intros & overview of the Montana BQA Program – John Paterson*
- *BVD-PI project/ranch biosecurity – Clint & Dr. Jeannie Rankin (invited)*
- *Global beef production overview/study tours – John Pfister & Clint*
- *National Beef Quality Audits – Clint & Rachel Endecott*
- *Montana Beef Network – Andy Kellom*
- *Montana BQA website/BQA certification – Clint & Mo Harbac*
- *Youth BQA program discussion – Nico Cantalupo*
- *Preview of the Montana FMD Summit – Charlene Schuster*
- *“Beef From Pasture to Plate” program – Charlene*
- *Discussion of future BQA training/programming – JP & Clint*

Sincerely,

Clint Peck

Director, Beef Quality Assurance

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