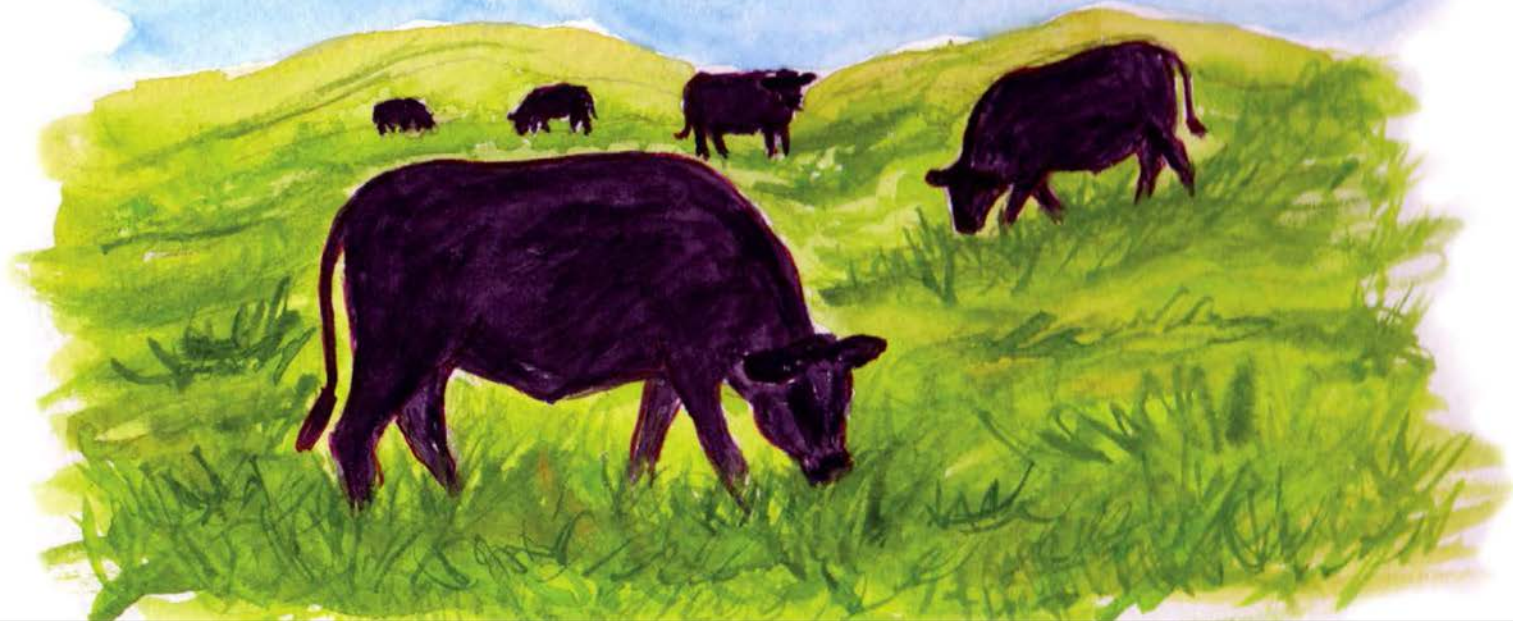




# MOOOOIVING FORWARD TOGETHER

Strategies for Montana Beef to School



Presented by Aubree Roth

*On behalf of the Montana Beef to School Project*

*Principal Investigator & Lead Author: Carmen Byker Shanks*





# The Montana Beef to School Project

Together we find strategies to encourage the use of local beef in **every** Montana school



NATIONAL CENTER  
FOR APPROPRIATE  
TECHNOLOGY



Montana Producers + Processors



[opi.mt.gov](http://opi.mt.gov)



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# Why Beef to School in Montana?

- Montana's population is just over 1 million people and 145,000 students
- 2.5 million cattle are raised in Montana annually
- Livestock production is two-thirds of Montana's agriculture industry
- 38% of Montana schools participate in farm to school activities, 40% of these schools source meat



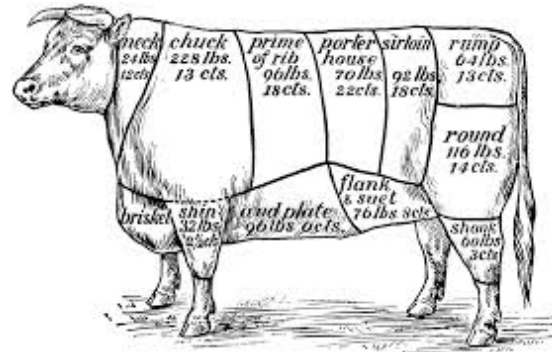


# The Beef to School Equation



Beef Producer

+



Beef Processor

+



School Foodservice



The Montana Beef to School Project conducted comprehensive case study research with schools, producers, and processors across Montana to identify the benefits, challenges, best practices, and gaps that exist for beef to school procurement models in Montana.





# BEEF TO SCHOOL

Schools, producers, and processors can enter into several business partnerships to make a beef to school program successful. The procurement models that you will see in this case study are illustrated below.

## COMMON CASE STUDY PARTNERSHIP MODELS IN MONTANA

### PROCESSOR CONTRACT

The processor buys local cull cattle from producers, processes the beef, and sells the beef to school. The processor delivers beef frozen or fresh to the school as specified by the foodservice.



### PRODUCER DONATION

The producer raises cattle through finishing stage and contracts with a meat processor for a fee. The meat processor returns the beef product to the producer. The producer donates the beef to the school. The producer delivers beef frozen or fresh to the school as specified by the foodservice.

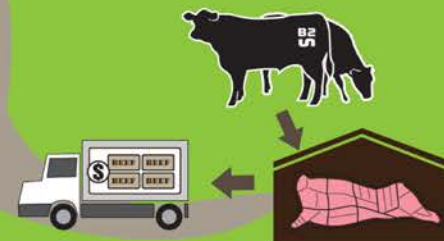


### PRODUCER CONTRACT

The producer raises cattle through finishing stage and contracts with a meat processor for a fee. The meat processor returns beef product to the producer. The producer sells the beef to school. The producer delivers beef frozen or fresh to schools as specified by the foodservice.

### VERTICALLY INTEGRATED

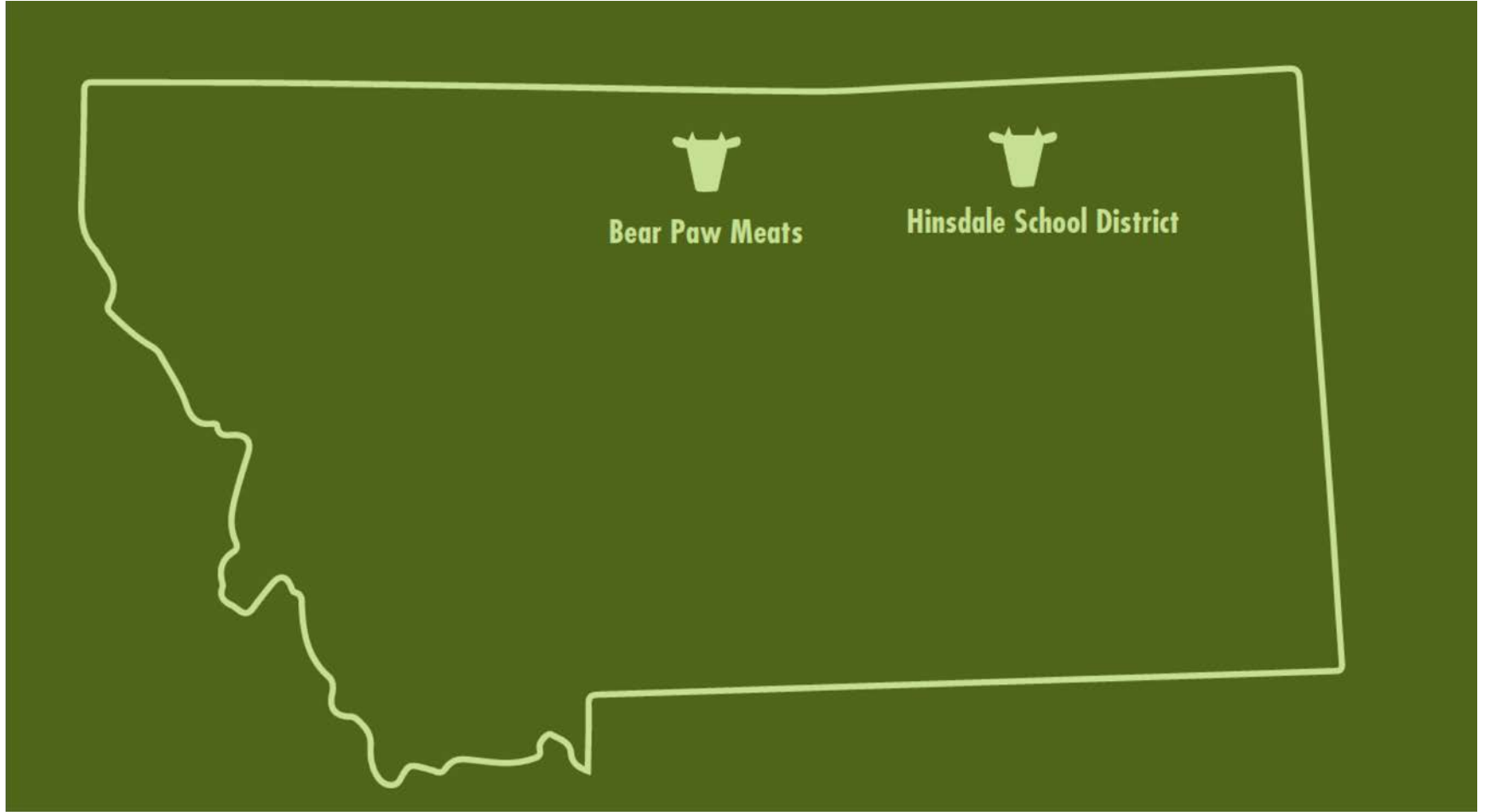
Cattle are raised, finished, and processed by a business that is both a producer and processor (referred to as vertically integrated). The producer and processor business sells and delivers fresh or frozen beef as specified by the foodservice directly to school.



### COMMUNITY MEMBERS

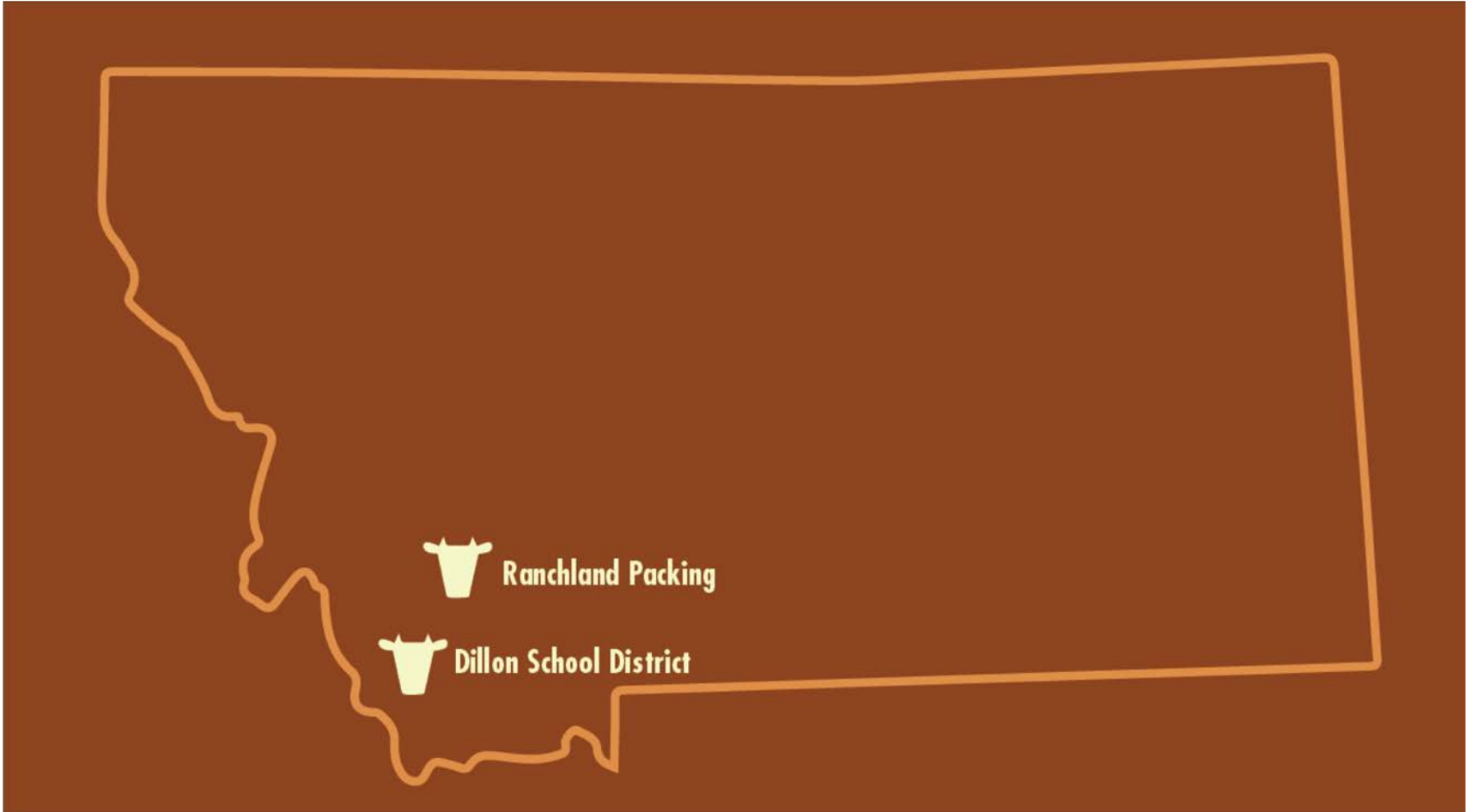
A 4-H producer raises cattle through the finishing stage. Community members and businesses purchase 4-H cattle from annual fair. The school, community member, or business contracts with processor and donates cattle to the school. The processor delivers beef frozen or fresh to the school as specified by the foodservice.











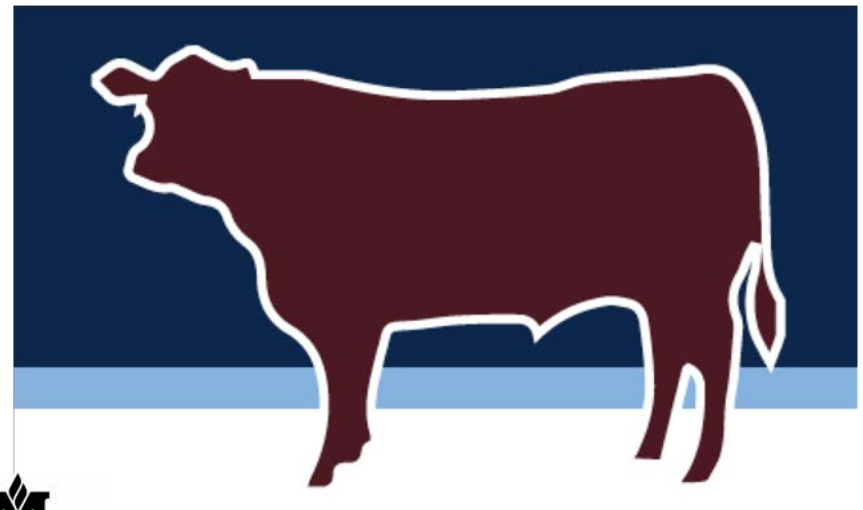




# Key Case Study Findings

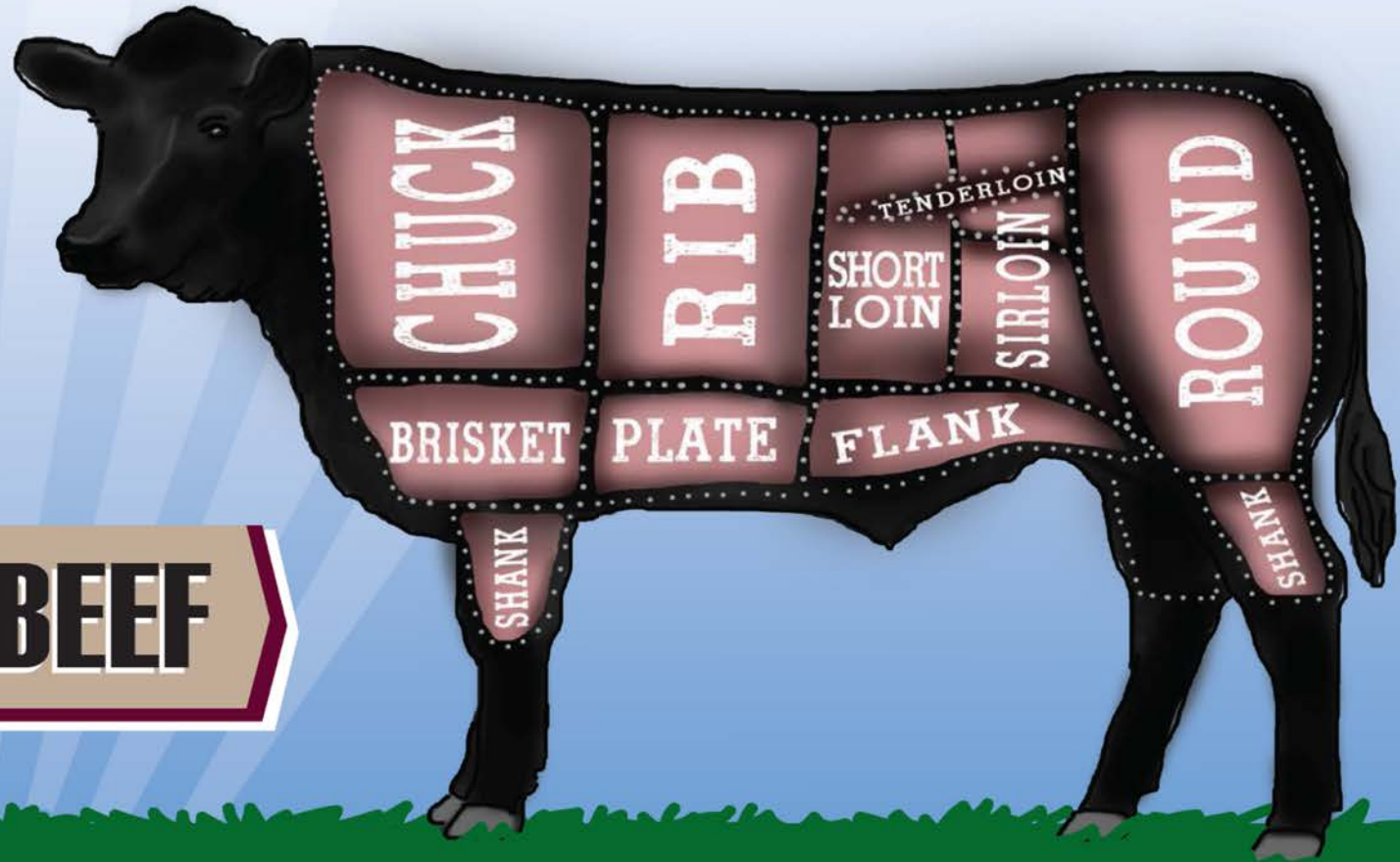
## MOTIVATIONS

- Quality
- Community
- Literacy
- Nutrition





# Key Case Study Findings



**CUTS** of **BEEF**



# Key Case Study Findings

## COMMUNITY INVOLVEMENT

- Relationship Building
- Donations
- Parent & Student Support
- Economics
- Education





# Key Case Study Findings

## KEY RECOMMENDATIONS

- Start Small
- Meet Basic Needs
- Capacity
- Policy

### BEEF LIFECYCLE





# Beef to School Moving Forward

## WHAT'S NEXT IN BEEF TO SCHOOL

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The long-term goal of the Montana Beef to School Project is improving Montana beef producers' and meat processors' business viability and sustainability, while increasing the availability and consumption of local beef in Montana's schools and communities. The case studies that follow begin to explore the feasibility of growing beef to school programs across Montana by featuring school, producer, and processor stories from the field. With this information, Montana communities and others around the United States can begin to find strategies to work together with producers and processors to use local beef in area schools.

## PROJECT ACTIVITIES

- Producer Survey
- Processor Survey
- School Foodservice Observations
- Student Observations
- Technical Assistance
- Outreach



# Learn More

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