

2025



North Dakota Beef Commission Annual Report

Dear Fellow Beef Producers,

As I look back on the past year, I'm encouraged by one consistent truth: consumers continue to choose beef. Even in a time of shifting budgets and changing food trends, demand for beef remains strong. That loyalty reflects the quality of cattle raised here in North Dakota and the trust people place in our product.

At the North Dakota Beef Commission, our work centers on a simple reality: demand drives value. When demand grows or even holds steady, our cattle are worth more. When demand slips, the entire industry feels it. That's why the Beef Checkoff—now approaching 40 years of reminding families that beef is a nutrient-dense, high-quality protein—remains essential.

This year, we continued to strengthen demand in three key areas:

In North Dakota, programs like Powered by Beef, beef mini-grants, and partnerships with schools and sports teams helped introduce young people and families to beef in meaningful ways.

Across the United States, digital marketing campaigns reached millions of consumers searching for meal inspiration, nutrition information, and reliable protein choices—keeping beef top of mind at the grocery store and at the dinner table.

Around the world, our partnership with the U.S. Meat Export Federation helped promote U.S. beef in critical export markets. These efforts add significant value back to every animal raised here at home.

Your Beef Checkoff investment is managed carefully and transparently, with the singular goal of keeping beef competitive, relevant, and preferred by consumers everywhere.

Thank you for your trust and for the work you do every day. It is an honor to serve.

Warm regards,

Joy Patten

Chair, North Dakota Beef Commission
2025

NORTH DAKOTA BEEF COMMISSION

Combined statement of revenues,
expenditures and changes in fund balances
JULY 1, 2024 -- JUNE 30, 2025

REVENUE

Checkoff Assessments	\$ 2,222,333
Less Remittance to States of Origin	(41,920)
Less Remittance to Cattlemen's Beef Board	(539,237)
Less Refunds	(132,372)
Net Assessment Revenues	1,508,804

Other revenue- interest & receipts	52,138
Total Revenues	\$1,560,942

Expenditures

International promotion	109,218
Promotion	204,114
Industry Information	38,626
Research	200,000
Consumer Information	220,128
National program development	161,705
Administration/Operations	525,457
Total Expenditures	\$1,459,248

Revenues over (under) expenses Fund	\$101,694
Balance, July 1, 2025	\$818,617
Fund Balance, June 30, 2026	\$920,310



Mini Grant Program



In 2025, NDBC's Beef Mini Grant program supported 76 classrooms, reaching 1,919 students and 28 adults. These grants helped Ag and FACS educators implement hands-on projects that highlight beef nutrition and meat science. Nearly half of participating teachers said their projects would not have been possible without this support, while the remainder would have had to significantly scale back.

Tailgating Promotion



The NDBC tailgating program continues to be a dynamic platform for connecting with sports fans across North Dakota. Over five weekends at NDSU, UND, DSU, and UJ, more than 5,000 beef samples were distributed, giving fans a taste of North Dakota beef while promoting nutrition and culinary education. NDBC Directors engaged attendees with hands-on activities, including interactive beef-cut games, and provided educational materials like *Powered by Beef* and *Beef. It's What's For Dinner.* handouts.

Living Ag Classroom

Through participation in Living Ag Classroom events in Fargo, Bismarck, and Minot, NDBC brings the story of North Dakota beef directly to the state's fourth graders. Each year, thousands of students explore how cattle are raised and how beef moves from pasture to plate. By sharing the role of local producers in feeding families across North Dakota and the world, the program fosters early awareness of beef's nutritional value and agricultural importance.

Digital Advertising

From March through July, NDBC partnered with a national mass merchandiser to ensure beef remained the top protein choice during the peak grilling season. This campaign reached over 74 million consumers across digital and in-store touchpoints, generating \$23.2 million in incremental beef sales and an impressive \$59.37 return on ad spend (ROI).

NDBC also partnered in a late-summer digital campaign with a national club store, running mid-August through September. This Back-to-School-themed effort delivered 42 million impressions, reached 7.4 million households, and drove \$9.89 million in incremental beef sales with a \$28.93 incremental return on ad spend. The campaign also generated \$109.8 million in attributable beef sales, resulting in a strong \$321.19 ROI for attributable beef sales.

These results demonstrate the impact of strategic, research-backed promotions in maintaining consumer preference for beef.

USMEF

Global demand for U.S. beef remains strong, contributing an estimated \$410 per head for producers. Key markets, including Korea, Japan, China, Mexico, and Taiwan, drive demand for a range of beef cuts, maximizing carcass value. In September, NDBC reinforced this demand through participation in a USMEF trade mission to South Korea. The visit emphasized Korean preferences for ribs, short plates, and thin-sliced cuts, and included meetings with retailers, foodservice partners, and trade leaders. These efforts help solidify U.S. beef as the top choice abroad while creating additional value for North Dakota cattle producers.

North Dakota Producer in South Korea



The North Dakota Beef Commission strengthened global beef demand through participation in a U.S. Meat Export Federation trade mission to South Korea in September. South Korea remains a strong market, importing 67% of its chilled and 43% of its frozen beef from the U.S. The visit highlighted how Korean preferences for ribs, short plates, and thin-sliced cuts drive carcass value. Engagements with retailers, foodservice partners, and trade leaders reinforced U.S. beef's position as Korea's top choice and a key driver of value for North Dakota cattle producers.



Brian shared this reflection from his trip: "Visiting South Korea with the Heartland team highlighted that the strength of the beef industry comes from its relationships. Building strong partnerships with retailers, foodservice partners, and trade leaders ensures continued success for North Dakota cattle producers and U.S. beef around the globe."

WIC Nutrition Education Partnership



In 2025, the North Dakota Beef Commission strengthened its early-childhood nutrition outreach by sponsoring a featured speaker for the statewide North Dakota WIC (Women, Infants and Children) Program Coordinator Conference. Nationally recognized infant-feeding expert Katie Ferraro, MPH, RDN, provided education on introducing nutrient-rich foods—specifically beef—to infants using safe, baby-led techniques.

This investment directly supports the national Beef in the Early Years campaign, which highlights a critical nutrition message: by six months of age, breastfed infants need a dietary source of iron and zinc that breastmilk alone can no longer provide. Introducing beef as a complementary first food helps meet these needs and may offer long-lasting benefits, including supporting immune development, improving recall and reasoning skills, and promoting healthy growth and learning milestones.

By equipping WIC coordinators with credible, research-backed information, NDBC ensures that thousands of North Dakota families receive guidance that positions beef as a trusted, nutrient-dense first food—strengthening future beef demand through early, positive experiences.

Powered By Beef



Powered By Beef is the North Dakota Beef Commission's flagship sports-nutrition initiative, designed to connect the state's athletes, coaches, parents, and athletic programs with the proven performance benefits of high-quality beef protein. Built on Checkoff-funded research in sports nutrition, Powered By Beef delivers practical, science-based education that helps fuel active lifestyles while strengthening the connection between beef and athletic performance.



In 2025, the program expanded significantly across collegiate and community sports platforms. NDBC partnered with major athletic programs—including North Dakota State University, the University of North Dakota, the FM RedHawks, Bismarck Larks, and Bismarck Bobcats—to feature beef prominently in training facilities, game-day environments, and fan-engagement activities. These partnerships allowed NDBC to reach athletes at every level while connecting with thousands of fans through signage, video board messaging, radio reads, social media, and on-site promotions.

Powered By Beef also plays a strategic role in youth engagement. Through collaborations with track and field media outlets, school districts, coaches' associations, and community recreation programs, the initiative delivers easy-to-use nutrition resources that help athletes understand how beef supports strength, recovery, muscle development, and overall health. These materials—including fueling guides, posters, in-season nutrition tips, and coach-ready lesson tools—are consistently requested by educators and athletic departments across the state.

The program's success lies in its ability to blend credible nutrition science with authentic, community-centered outreach. Powered By Beef continues to grow as a recognizable and trusted brand among North Dakota athletes and families. By positioning beef as a high-value performance food, the program strengthens long-term consumer loyalty and reinforces the role of beef in supporting healthy, active lifestyles across the state.

Beef Month



Each May, the North Dakota Beef Commission leads a coordinated, statewide celebration of Beef Month—our largest consumer-facing promotional initiative designed to keep beef top-of-mind for North Dakota families and strengthen confidence in beef's taste, value,

and nutrition. Beef Month serves as a key annual touchpoint for educating consumers, supporting retailers, partnering with schools and health professionals, and elevating the visibility of North Dakota beef producers.

In 2025, NDBC executed a comprehensive campaign combining grassroots engagement, media outreach, community events, and strategic partnerships. The Governor's Beef Month Proclamation helped launch the month with strong earned media coverage, followed by a signature kickoff event at the State Capitol where Governor Kelly Armstrong grilled burgers for state employees, showing off his grill-master skills. This high-visibility moment reinforced the importance of beef to North Dakota's economy and culture while celebrating the start of summer grilling season.

Throughout May, NDBC delivered a broad suite of educational materials and ready-to-use media assets for local partners, schools, county Extension offices, healthcare teams, and community organizations—resulting in expanded reach and consistent messaging across the state. Key activities included the 5th annual Best Burger Contest, digital and social promotions emphasizing affordability, nutrition, and versatility; nurse appreciation boxes; and retail collaborations showcasing beef cuts, cooking tips, and meal inspiration.



Beef Month continues to demonstrate strong ROI by reaching tens of thousands of consumers with positive, research-based messages about beef and strengthening the connection between consumers and North Dakota beef producers.



Dear Fellow Producers,

The Federation of State Beef Councils is the perfect example of how working together delivers so much more, and it all starts with you. Cattle producers from across the country share their ideas and expertise to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

The Federation plays a critical role because we have states that have more cows than people. And then we have other states where their human population is greater. By pooling our money and resources, we can accomplish more to educate people from coast to coast about beef's taste, versatility and nutritional value. Your investment continues to drive demand for beef, and our industry is growing. According to the USDA, beef (cattle and calves) is the top agricultural commodity in the United States.¹

As a volunteer-led organization, we work hard to be effective stewards of the money. The Federation funds research, promotion and outreach that individual producers and states may not be able to do on their own.

This "State of the Federation" demonstrates how producers have come together to direct Federation-supported programs. State beef council investments in the Federation fund research, promotion, consumer and industry outreach, as well as state services and human resources. Your investment truly makes a difference, so thank you for your commitment to this work. You have helped to make beef the number one agricultural commodity in America,¹ and through the Federation, we work to make it consumers' first choice.

Sincerely,

Nancy Jackson

Eupora, Mississippi
Chair, Federation of State Beef Councils

United Through The Federation

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the Federation each year. More than 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC) and executed by NCBA, home of the Federation of State Beef Councils. Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2025, with input from SBC staff, the Federation Executive Committee approved more than \$3.1 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

PROMOTION

State Beef Councils Supplement: \$898,600

The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers nationally. The Federation investment supplements media buys including cable television advertising and content partnerships focused on nutrition and wellness. Content is developed using trusted influencers and chefs and is used on *BeefItsWhatsForDinner.com* and across media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,048,036

Through the partnership of national funding and state investments in the Federation and to specific projects, the foundation of research provides insights for other Checkoff programs and contractors as well as insights for industry action. Research is conducted in the areas of product quality, beef safety, human nutrition, sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$787,000

The Federation advances consumer information efforts including thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" documentary episodes, and other educational content. Examples include supporting states by placing speakers at annual dietetics meetings through the Nutrition Seminar Program; sending beef toolkits to physicians and health professionals; creating content partnerships with food-focused digital media outlets that utilize influencers and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$394,000

Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Trailblazers advocacy program and supporting the Beef Quality Assurance program with training, advertising, and updating materials.

A Modern Take on Recipe Photography



Beef. It's What's For Dinner. recipe imagery is regularly updated to meet changing consumer trends and tastes. When considering beef imagery in need of updating, old and outdated pictures are prioritized based on

popularity and content on *BeefItsWhatsForDinner.com*. While the recipes themselves may not change how they look and the stylized elements around the entrée do. Beef is showcased by modernizing the environment, colors, props and including appropriate colorful garnishes. Another trend in recipe photography is including step-by-step photos in addition to the final dish.

Nutrition is also a focus when highlighting beef in recipes. Current recipe images often feature a full meal, with beef in the center of the plate accompanied by a variety of colorful fruits and vegetables highlighting beef's role in a healthy diet.

Beef Quality Assurance Journey Made Easier With New Resources



BEEF QUALITY ASSURANCE NATIONAL MANUAL

For more than 30 years the Beef Checkoff-funded Beef Quality Assurance (BQA) program has been driving continuous improvement using science-based production practices that assure cattle well-being, beef quality and safety. The program continues to adapt and develop new resources to guide producers on their BQA journey. Resources are available at bqa.org.

Continuing Education Credits Available for Recertification

Those who are BQA certified through in-person or online training are required to recertify every three years. Instead of going through the same foundational training, the BQA program has developed continuing education courses to create a new educational experience for those who need to recertify.

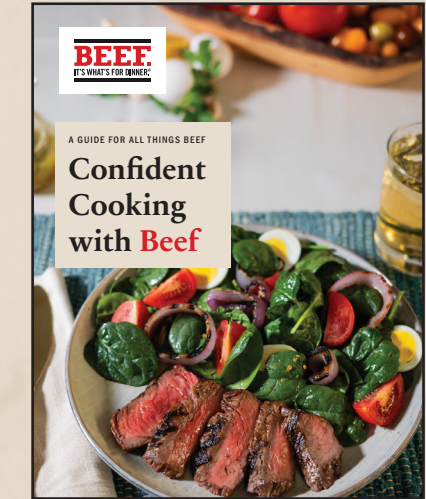
Spanish Language Materials

In response to producer feedback and requests, all BQA materials are in the process of being translated from English to Spanish, with additional Spanish video content to be used for training opportunities.

Updated National Manual & Field Guide

The updated BQA National Manual serves as a resource for science-based cattle production information and is available for free. It was developed to set production standards for beef quality and safety that are appropriate to an operation and that producers can realistically meet or exceed. An abbreviated "Field Guide" version of the manual is also available for cattle producers and on-farm/ranch workers.

The Federation is at Your Service



BEEF IT'S WHAT'S FOR DINNER
A GUIDE FOR ALL THINGS BEEF
Confident Cooking with Beef

In addition to the funds invested which supplement the integrated state/national plan, state beef council investments provide services for states and support the governance of the Federation. A variety of services are available at no additional cost to state beef councils, including creative and design services, communications assistance, IT and

website support, human resources facilitation, as well as staff and leadership development, training and education.

Health Professional Toolkits



One project that exemplifies the state-national partnership is the health professional toolkits. These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical health professionals to

confidently recommend beef. In 2025, 26 states invested more than \$160,000 to supplement national Checkoff dollars. These additional funds lowered the cost per reach and expanded national impact, which enabled the program to reach more than 5,000 health professionals and more than 500,000 consumers.

1. United States Department of Agriculture Economic Research Service, <https://data.ers.usda.gov/reports.aspx?ID=4052>

For more information, visit ncba.org/federation



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