

ND Checkoff Dollars: Powering Checkoff Programs in Collaborative Effort Across the State and Nation



By Kylie Blanchard for the N.D. Beef Commission

The North Dakota Beef Commission’s (NDBC) partnership with the Federation of State Beef Councils (Federation) is a key component in implementing programs that increase demand for beef on a national level. The Federation, which is the checkoff division of the National Cattlemen’s Beef Association (NCBA), provides the framework for a unified national voice for state beef councils, while providing a means of sharing resources and reducing operating costs at the state level.

Supporting an Investment

The NDBC’s investment in the Federation supplements national demand-building programs and funds services shared among state councils, including information technology, graphic design and communications. Many of these specialty skills and services are only needed at the state level a few times per year, which provides the NDBC with expert resources while freeing up funding for state programming. Supporting the Federation also allows the NDBC to take advantage of skilled national staff with expertise in consumer behavior, research and marketing.

Industry Promotion

Beef industry promotion started in the 1920s when the National Live Stock and Meat Board was established to build demand for beef and other red meats. In the 1960s, the National Live Stock and Meat Board formed the Beef Industry Council to specifically promote beef. In the mid-1990s, the Beef Industry Council merged with the National Cattlemen’s Association to form the NCBA. The Beef Industry Council then became known as the Federation of State Beef Councils.

Today, each qualified state beef council collects a \$1-per-head national checkoff each time a beef or dairy animal is sold, with 50 cents allowed to stay with the state beef council and 50 cents required to be remitted to the Cattlemen’s Beef Board (CBB) to fund beef promotion, research and education. The funds retained by state beef councils are



FEDERATION OF STATE BEEF COUNCILS

invested in local priorities and programs, and many state beef councils partner with the Federation to invest directly in national programming.

“North Dakota’s beef checkoff dollars, through the Federation, have helped expand export programs in southeast Asia, have supported targeted media buys in population centers like New York and Boston, and have been crucial to funding research on the nutritional benefits of beef in the diet,” says Travis Maddock, a Davenport, N.D., producer who serves as secretary/treasurer of the NDBC and was elected as the Region VII Federation vice president for N.D., S.D., Neb., and Kan. “North Dakota producers are helping to create demand and consumer confidence in beef through the Federation.”



Travis Maddock

The Federation can also use its funds to support the programs selected by the Cattlemen’s Beef Board (CBB), which oversees how checkoff funds are collected and invested. “Never before in the history of the beef industry has it been more important we work together and cooperate,” says Ray Erbele, a North Dakota representative on the CBB and producer from Streeter, N.D. “We need to be really diligent in getting the public educated about the benefits of beef. If we each do our part, it all comes together.”



Ray Erbele

The North Dakota Beef Commission (NDBC), representing North Dakota beef farmers and ranchers, manages the state beef checkoff program with the mission of enhancing beef demand by strengthening consumer trust and exceeding consumer expectations.

