

JANUARY 2022

NORTH DAKOTA BEEF COMMISSION

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BEEF RESEARCH PROJECTS ADVANCE PRODUCT QUALITY AND NUTRITIONAL HEALTH

Research funded through the North Dakota Beef Commission (NDBC) is prioritized in two major categories: beef product quality and human nutrition/health. The four most recent projects approved for partial funding from July 2020 through the end of 2021 include:

- Understanding beef preferences during infant complementary feeding
- The influence of red meat intake (including fresh lean beef) on inflammation and immune response biomarkers in human diets
- Sensory and chemical characterization of ground beef and plant-based alternative proteins
- Understanding the influence of beef x dairy crossbred calves on subprimal yields and three-dimensional shape of various beef muscles

All research projects were vetted by third-party experts across the country and were co-funded with additional national funds as part of beef research priorities. ■

BEEF. IT'S WHAT'S FOR TAILGATING.



North Dakota State University Bison football, tailgating and beef were the main ingredients for exciting Saturday afternoons this past fall. The North Dakota Beef Commission (NDBC) partnered with NDSU's Meat Science Department and Carnivore Catering to serve delicious beef items to hungry Bison tailgaters and fans ahead of NDSU home football games.

"The North Dakota Beef Commission was proud to again be part of a great team dedicated to promoting the best

products that North Dakota beef producers bring to the table," NDBC Executive Director Nancy Jo Bateman said. "Our beef producers' Beef Checkoff dollars make this program possible."

The game-day events, social media, radio and television advertising surrounding these sports events reached hundreds of thousands of consumers with a positive message about beef and the beef industry in North Dakota. ■

BEEF COMMISSION WEBSITE CHANGES IMPROVE VISITOR EXPERIENCE

The North Dakota Beef Commission (NDBC) website, www.ndbeef.org, underwent several recent changes to improve and enhance the visitor experience. Visitors will now find:

- Revamped Cattleman's Corner and About Us sections
- Improved access to information
- Online access to Checkoff remittance form and to request a refund

- The "About Us" section includes a link to the North Dakota Century Code law under which NDBC operates, history and upcoming meeting information, including dates, times, agendas and access to past meeting minutes

As has always been the case, www.ndbeef.org is the source of all things beef. Consumers can find a new recipe, understand beef cuts and the best way to prepare them, the benefits of beef in their diet and learn about North Dakota beef producers' commitment to providing the safest and best beef eating experience. ■



For more updates from the North Dakota Beef Commission, visit ndbeef.org or subscribe to *The Drive*.



BEEF COMMISSION AWARDS MINI-GRANTS FOR BEEF USE IN CLASSROOMS

The North Dakota Beef Commission (NDBC) has awarded \$35,000 in Beef Mini-Grants to North Dakota Family and Consumer Science educators (FACS), agriculture education teachers and programs and North Dakota State University extension agents. The competitive grants are used toward purchasing beef for use in classroom curriculum and youth/adult lessons about beef selection, storage, preparation and nutrition.

The NDBC mini-grants and educational materials are provided by beef producers who fund the Beef Checkoff.

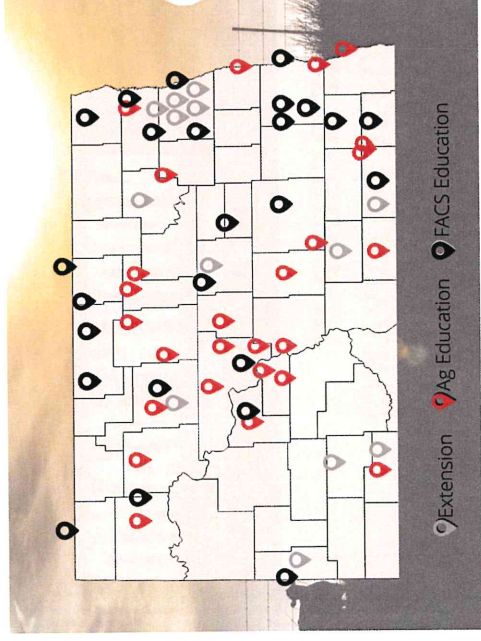
"Beef Mini-Grants are an important component in the NDBC's efforts to educate consumers, young consumers in particular, about choosing and preparing beef as a part of a healthy diet," NDBC Marketing Director, Nicole Wardner said. "Our educators and extension agents work hard to reach youth and adults across the state, and the NDBC is proud to help them in their efforts."

Thirty-two FACS educators were awarded a total of \$8,000. Each of the following schools

received a \$250 grant: Central Cass, Lisbon, Bottineau, Ellendale, Northwood, Carrington, Cavalier, Maple Valley, Midway, Grand Forks Red River, Beach, Fargo Davies, Westhope, Fargo South, West Fargo Liberty Middle School, Washburn, West Fargo Sheyenne (x2), West Fargo High School (x2), Grand Forks South Middle School, Divide County, Kindred, Harvey, St. Johns, Hazen, Tioga, Sargent Central, Grafton, Fargo Ben Franklin Middle School, Minot and Dunseith. A total of 2,074 students will be reached through the lessons funded by the grants.

Ag Ed teachers and programs at 26 schools were awarded \$23,750 in grants ranging from \$300 to \$1,000. The funded lessons will reach 1,243 students at schools across the state, including Richland 44, Beulah, Southeast Region Career and Technology Center in Oakes (x2), Hillsboro, Wahpeton, Tower-Granville-Upham, Gackle-Streeter,

Garrison, Rugby, North Valley Career and Technical Center in Grafton, New Salem, Lakota, Stanley, United Public School District 7 in Des Lacs, Hettinger, Ashley, Leeds, Center-Stanton, Kidder County, McClusky, Wilton, Turtle Lake-Mercer, Bismarck Career Academy, Ray and Veiva. NDSU Extension agents in nine counties were awarded 13 grants. The \$250 grants were awarded in Wells, Ramsey, Adams, Ward, Dickey, Golden Valley, Logan and Hettinger counties. Checkoff-funded extension programming will reach a total of 905 youth and adult participants. ■



BQA MEETS INDUSTRY PROMOTION GOAL



North Dakota's Beef Quality Assurance Program is a joint effort between the NDBC and North Dakota State University Extension Service. Together, these groups raise awareness and enhance the beef industry's reputation in North Dakota by ensuring a consistently wholesome and healthy product.

BQA aims to maximize consumer confidence in beef by focusing on producers' attention to daily practices that emphasize the safety and quality of beef and beef products. Educational producer certification training has been ongoing since 1999, with more than 3,000 producers marketing 25 percent of the state's feeder calves each year gaining certification.

For more information, visit www.ag.ndsu.edu/bqa. ■

DIRECTORS' CUTS: PREPARING STEAKS ON THE GRILL



NDBC Director, **Matt Lachenmeier**, demonstrated how to grill the perfect hanger steak for Father's Day.



NDBC Director, **Fred Helbling**, prepared delicious tri-tip for fall grilling.

North Dakota Beef Commission directors Matt Lachenmeier and Fred Helbling share their favorite steaks on the grill recipes. **To see their videos, visit www.facebook.com/ndbeefcommission/videos.** ■

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