



ND CattleWomen Provide “Boots on the Ground” for ND Beef Commission

By *Kylie Blanchard for the N.D. Beef Commission*

The mission of the North Dakota Beef Commission (NDBC) is to enhance consumer demand for beef, increase consumer awareness of beef and strengthen consumer trust in the beef industry. An important component of succeeding at this mission is partnering with other organizations to promote the beef industry, including the North Dakota CattleWomen (NDCW).



Gloria Payne,
NDBC board member

Gloria Payne has been a member of the NDCW for 28 years and a director on the NDBC for three years. “I feel it is important for the common rancher to have input into how our checkoff dollars are being spent,” she notes of her decision to serve on the NDBC. “I also feel every producer should have a voice in promoting the product they produce.”

Payne says the NDBC’s beef checkoff program adds value to beef produced in North Dakota and promotes cooperation with other state and national organizations. “It provides us with the opportunity to extend our reach into international markets, it helps build consumer trust and it helps with research relating to health, safety, beef quality, and nutrition,” she notes. “The checkoff is a very positive benefit that reflects well on North Dakota producers by demonstrating North Dakota beef is one of the highest quality protein sources available.”

Payne and her husband, Keith, run a cow/calf, heifer development and backgrounding operation near Elgin. They have four daughters and nine grandchildren. In her nearly three decades with the NDCW, she has served as a district or state officer almost half that time. “I was state president from 2008-2009. I have also been state membership chair,

state secretary and, for many years, state beef promotion chair. I also took my turn at being district president and am now a district director.”

She says she considers the NDCW to be the “boots on the ground” for the NDBC. “The Beef Commission contracts with the CattleWomen for local beef promotion and beef education projects. The CattleWomen have state and district fundraising projects, but the bulk of their promotion and education funding comes from beef checkoff dollars through their contract with the Beef Commission,” says Payne. “There are six CattleWomen districts in the state and approximately 250 members. As CattleWomen, we volunteer and dedicate our time and resources to the beef industry and reach across the state with various beef promotion and education activities.”

The NDCW visit schools to teach the importance of beef and beef by-products. The organization also has booths at local events and fairs, and hosts food safety and nutrition classes, as well as trivia, essay and coloring contests. The organization also creates holiday beef promotions and makes donations of beef to food pantries.

Payne says the work of the NDCW helps the NDBC’s checkoff dollars go even further in reaching consumers with the story of beef and the beef industry. “The Beef Commission appreciates the hard work and dedication of the North Dakota CattleWomen and the impact they have had on consumers for decades.”

