

# Beef Checkoff Research Shows North Dakota Consumers Love Beef!



By Elizabeth Schiedermayer for the North Dakota Beef Commission



Enhancing consumer demand for beef, increasing consumer awareness of beef, and strengthening consumer trust in beef and the beef industry are important objectives of Beef Checkoff

programming at the North Dakota Beef Commission (NDBC). An important component in succeeding at these objectives is increasing consumer confidence in the value of beef in the diet and educating consumers, both in- and out-of-state, about beef producers' commitment to providing and producing the safest and most nutritious product possible.

## Leading Consumers

North Dakota Beef Checkoff dollars are continually invested in beef promotion, research and education programs to establish a connection with consumers in state and across the country. Even though cattle outnumber consumers two-and-a-half times in North Dakota, state consumers remain important to the industry as many are several generations removed from the farm. National consumers are also important to state beef producers because much of the beef that starts in North Dakota ends up on tables in much more highly-populated urban areas where consumers outnumber cattle several times over.

Recent consumer research conducted in North Dakota found consumers in the state have much more positive attitudes about most topics related to beef when compared to the national average. According to the research, North Dakota Beef Checkoff efforts focusing on beef's nutritional value, safety and beef cookery have proven effective and contributed to North Dakota consumers having a 77 percent positive perception of beef compared to the national average of 57 percent. These programs will continue bringing positive beef messages to consumers both in the state and across the country.

"Most of us in rural North Dakota have grown up with beef as a way of life. While our North Dakota consumers are definitely

important, what's exciting to me is being able to also take North Dakota Beef Checkoff dollars and impact consumers across the country. We use national research, advertising, and programs to take our beef message far beyond our state's borders to impact beef demand," says NDBC board member Lilah Krebs of the state and national consumer programs.

Promotional efforts within the state include social media, radio, digital advertising campaigns focused on older millennials with young families, sports television advertising and working with nutrition influencers. Krebs says it is exciting to see North Dakota lead the country in many consumer attitudes about beef. "Whether it's their shopping preference, beef's taste, or believing in the producers that raise it, our consumers know and love beef."



Lilah Krebs, NDBC Board Member

## Checkoff Campaigns

Out-of-state promotional efforts mirror state campaigns, thanks to the coordinated state/national programming made possible through the Cattlemen's Beef Board and the Federation of State Beef Councils of the National Cattleman's Beef Association (NCBA).

Multifaceted marketing programs, such as *United We Steak*, *Nicely Done Beef* and *The Early Years Campaign*, are a few examples of recent successes. These initiatives promote beef and educate consumers on the value of beef in the diet for all age groups and the care that goes into producing safe, nutritious and high-quality beef. The Beef Quality Assurance (BQA) program also plays a large part in bringing the best possible beef product to consumers. This certification program teaches ranchers how to implement high standards of care within their beef production system. The success of these promotion and education efforts is evident through an increase in consumer trust in beef.

**Nicely done, beef.**  
**With over 60 cuts,**  
**you go way**  
**beyond burgers.**

**BEEF**  
 IT'S WHAT'S FOR DINNER