

The N.D. Beef Checkoff Giving Back



By JaCee Aaseth for the N.D. Beef Commission

The N.D. Beef Commission (NDBC) distributes the \$2-per-head beef checkoff investment in three areas: promotion, research and consumer information. NDBC also collaborates with more than 15 partners on beef promotion projects across the state, nation and globe, including the N.D. Stockmen's Association and N.D. State University (NDSU). These partners join forces on events like the Beef Industry Military Appreciation Picnic at the N.D. State Fair in Minot as well as NDSU BBQ Bootcamp events across the state.



Weston Dvorak
NDBC Chairman

"These are great opportunities in the areas of promotion and education," says Weston Dvorak, a Manning, N.D., beef producer and newly elected NDBC chairman. "These are simple and effective ways to promote eating beef."

Dvorak is a fourth-generation owner and operator of Hills Valley Ranch and Heifer Development. He, his wife Teresa and four daughters, run a 350-400 head cow/calf operation and a permitted feedlot for 995 head. Dvorak is in his fourth year on the NDBC board representing cattle feeders. He became involved with NDBC because he values producer input in how checkoff dollars are spent.

Military Appreciation Day

The NDBC has partnered with the N.D. Stockmen's Association and the N.D. CattleWomen for fifteen years to host a military appreciation beef picnic on Tuesday of the N.D. State Fair. According to Dvorak, "We serve a beef picnic lunch including either a hand-carved roast beef sandwich or an all-beef hotdog with the trimmings as the beef industry's way to give back and recognize the military service members that do so much for our country."

"This is a great opportunity to sit down and talk with service members, but we are also able to educate them

on what we, as producers, do because many of them are not from N.D.," he continues.

NDBC members and beef producer volunteers from across the state pitch in to serve the meals and visit with



military families about the high-quality beef raised, not only in N.D., but in the United States. This event feeds roughly 1,300 people in less than two hours.

BBQ Boot Camp

BBQ Boot Camp is an NDSU Animal Science Department program, funded in part by NDBC, which promotes the use of beef in grilling and smoking, teaches about selecting beef cuts, and provides seasoning and recipe ideas for great tasting beef. Live demonstrations are held followed by a taste test of the finished products.

"Grilling season is when the largest amount of beef is consumed each year," says Dvorak. "The more we educate people on proper grilling methods, the more we can increase beef demand."

"BBQ Boot Camp also integrates recipes for the new types of grills and grilling methods that have become popular," he continues. "From pellet grills to smokers, the appetite has changed significantly over the years, and we want consumers to have the best beef eating experience possible."

Whether it's at the fair, at a BBQ Boot Camp event or simply standing at the grill, beef producers can be assured their beef checkoff dollars are at work promoting and educating consumers.

