

Beef Checkoff Helps to Increase Value and Profitability for State's Beef Producers



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 in advancing this mission is partnering with other organizations, including the United States Meat Export Federation (USMEF), to leverage checkoff dollars to increase value and profitability for the state's beef producers.



Clark Price,
NDBC board
member

Serving on the NDBC since 2010, Clark Price held the position of vice-chairman in 2011 and chairman from 2012 to 2016, before becoming an ex-officio member. At the national and international level, Price is serving his third year as a member of the national Beef Promotion Operating Committee, as one of the ten state beef council members representing all beef councils across the country, and as an NDBC representative on the USMEF board of directors. "USMEF has been a partner with NDBC for a long time, well over 40 years," he notes. "USMEF plays an integral role in introducing our beef to the rest of the world."

Price says the beef industry has been a passion his whole life. He grew up on a ranch north of Mandan and moved to the Washburn area in 1986, where he runs a cow/calf operation and feedlot with his wife, Milissa, and son, Brennan. They also background and finish cattle, raise stocker cattle, and farm corn, wheat and soybeans. In addition, Price runs agriculture businesses in both Washburn and McClusky.

He says NDBC's partnership with USMEF is important to building consumer demand for beef outside U.S. borders



and bringing value back to the nation's producers. "Creating more demand for beef products worldwide puts money in the pockets of our state's producers since we can sell our beef at a better value," he notes.

In September 2019, Price traveled to Japan as part of the USMEF Heartland Team trade mission. He says there was great enthusiasm displayed by Japanese consumers for U.S. beef products. "We've got so much room to grow in this market, because the demand is there. I wouldn't be surprised to see our beef exports grow significantly and far beyond projections," he says.

In 2018, export value equated to \$323 per fed steer or heifer slaughtered and exports accounted for 14.6 percent of total U.S. beef production, while 2019 numbers also trended near these levels. USMEF forecasts U.S. beef exports to Japan could reach \$2.3 billion in 2020 and approach \$2.8 billion by 2025.

Recently, the NDBC approved checkoff funding to help bolster USMEF efforts to increase U.S. beef sales by reaching a potential 126 million Japanese consumers through retail and foodservice promotion activities. The USMEF U.S. Beef Promotion Partnership – Japan efforts will work to increase demand for U.S. beef in Japan by building a sustainable presence for the product and increasing consumer confidence in the overall quality, value and safety of U.S. beef. These state dollars will also be leveraged through USMEF with funding from the USDA and beef and feed grain checkoff programs to support this project.

"The use of NDBC checkoff dollars to leverage other dollars and grow export markets provides a proven return on investment to North Dakota producers," says Price.

