

# NORTH DAKOTA BEEF COMMISSION

# Annual Report



# 2021

## Dear Beef Producers,

BEEF is the protein of choice with consumers, and you can bet it's the "What" when it comes to dinner! Demand for beef is at a 33-year high and your Beef Checkoff investment is hard at work keeping the momentum headed in the right direction. The nine-member North Dakota Beef Commission (NDBC) board is comprised of diverse thinking cattle producers from across our state who represent our industry. Each board member strives to efficiently and economically put Checkoff dollars to work. All board members come to the table with one mission in mind, ensuring beef will be the protein of choice across the country and around the world.

Promotion, research and education are the Beef Checkoff pillars the NDBC follows when it comes to investing. Our industry faces challenges, and often – especially when the market is lackluster – questions are raised regarding the use of Checkoff dollars. Policy affecting the cattle markets is an arena the Checkoff and NDBC **cannot** participate. The use of your checkoff for lobbying or influencing policy is strictly prohibited and rest assured, staff and board members are aware and adhere to this. The Checkoff mission has remained unchanged over 35 years. Remember the pillars!

If you have ideas on how your Checkoff dollars could be utilized, please share them with a commission member, or go to the user-friendly [www.ndbeef.org](http://www.ndbeef.org) website and let us know. North Dakota cattle producers expressed the need for this, and we listened!

Take note when you hear or see programs like "Powered by Beef," or promotion campaigns like "May is Beef Month" and "Holiday Beef Promotion." These are but a few examples of your investment at work, not to mention the research projects on beef in diets for type 2 diabetes patients and more. The NDBC is investing in our state's youth through many educational programs and grants. This helps ensure the next generation's protein of choice is beef.

As I end this, I want to thank Gloria Payne, Weston Dvorak and Travis Maddock for their six-year commitments to the Beef Commission as they finish their terms. If you have passion for serving, I urge you to pursue the opportunity.

Thank you,

NDBC Chair



## May is Beef Month

Gov. Doug Burgum declared "May is Beef Month" in North Dakota and the NDBC used the opportunity to recognize the beef industry's vital contribution to North Dakota's economy and to help producers and consumers launch into the summer grilling season.

A variety of promotions and activities took place across the state to celebrate Beef Month this past year. Select Cash Wise Foods stores across the state held Beef Month summer grilling promotions and the NDBC posted daily social media grilling tips and recipes and hosted the first ever North Dakota's Best Burger Contest. The North Dakota CattleWomen hosted a virtual 5K run, and consumers participated in North Dakota State University's Instant Pot virtual class to learn new ways to enjoy beef.



North Dakota produces more than 822 million pounds of beef annually and contributes annual cash receipts from beef cattle sales totaling \$2.575 billion. Beef Month recognizes the dedication of North Dakota's beef producers to raising high-quality, wholesome and nutritious beef that feeds the world.

"Recognizing May as Beef Month is not only important in promoting beef as a product, but it also lets people know how proud the producers are of their product. They want consumers to

recognize the care and effort put into the production and quality of beef, and recognize its high nutritional value," NDBC board member Matt Lachenmeier said.





## Promoting US Beef Around the World

The U.S. Meat Export Federation (USMEF) has been an important partner with the NDBC for close to 45 years. Beginning in 1976 as a nonprofit trade association representing red meat, today the USMEF has 18 international locations with headquarters in Denver. It represents a membership of 300 organizations, including processors, traders, agribusinesses, producers, and checkoff commodity groups, and carries out market development programs in more than 80 countries worldwide.

NDBC partnership activities with USMEF in 2021 focused on Pacific Rim countries, including Japan, Korea and Taiwan. One of several programs made possible with NDBC funds included USMEF's promotional partnership with Aeon in September for a three-day American Meat Fair held at its 400 outlets across Japan. Developing special newspaper inserts



and PR movies, Aeon featured steak cuts of American beef. Featured items included chuck eye roll, round flat, short plate, hanging tender, tongue, and outside skirt. In spite of rising import prices, Aeon was

able to increase its U.S. beef sales thanks to this promotional effort, which eventually resulted in 70 metric tons of beef being purchased by the chain's shoppers, up 150% from a year earlier.

## Research Continues with Human Nutrition and Product Quality Emphasis

While many research projects have been slowed or delayed over the last year due to COVID-19 issues affecting research facilities, exciting research is still impacting beef's effect on humans along with beef product quality projects.

New projects the NDBC has co-funded, along with other state and national Beef Checkoff groups, include projects looking at the following: understanding beef preferences in infants as beef is incorporated as a first food; beef's influence on inflammation and immune response biomarkers in human diets; sensory and chemical characteristics of ground beef and plant-based alternative proteins; and beef/dairy crossbred influence on beef yields and muscle shape.

## Investing in ND Youth



NDSU Extension, family and consumer science teachers and ag education instructors got creative teaching about beef with help from the NDBC beef mini-grant program. Through the program, \$35,000 in grants were distributed to these groups statewide. The competitive first-come first-serve grants were used to purchase beef for use in classroom curriculum and youth/adult lessons about beef selection, storage, preparation, and nutrition. Selection criteria included the number of students

or youth involved, the length of the activity and lesson, and the measured youth impact on beef consumption and demand. The NDBC also provided supporting resources to educators and extension agents with beef-based curriculum. Thirty-two FACS educators and ag education teachers at 26 schools reached more than 1,200 students.

"Beef mini-grants are an important component in the NDBC's efforts to educate consumers, and in particular our young consumers, about choosing and preparing beef as a part of a healthy diet," NDBC Executive Director Nancy Jo Bateman 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."

NDBC continues to support 4-H and FFA through ongoing partnerships with youth programming in North Dakota.

The NDBC also participated in the Living Ag Classroom project, which taught North Dakota fourth-graders about the diversity of North Dakota's agriculture industry and the key role it plays in bringing food from the farm to the dinner table.

During the COVID-19 pandemic that dragged on through a second year, teachers, parents, youth organizations, colleges, and others education programs became more flexible with classes going online and videos becoming an even more important teaching tool.



## Meet Your Commissioners, National Representatives and Staff



**Mark Voll**  
Chair  
Beef Producer At-Large  
Sidney, Mont.



**Gloria Payne**  
Vice Chair  
Beef Producer At-Large  
Elgin



**Fred Helbling**  
Secretary/Treasurer  
Beef Producer, Mandan



**Sharon Kickert-Gerbig**  
Beef Producer At-Large  
Amidon



**Travis Maddock**  
Beef Producer  
Maddock



**Lilah Krebs**  
Dairy Producer  
Gladstone

## Larks and RedHawks Promotion

The NDBC partnered with the Bismarck Larks and the Fargo-Moorhead RedHawks to promote beef at the ballpark over the summer. Both teams used Beef Checkoff dollars to highlight beef in a variety of ways.

The Larks' promotions included United We Steak Saturdays, where fans were asked to grill their favorite beef item and send a picture via social media; a beefed-up Home Run Derby; and a Larks grilling spatula giveaway courtesy of the NDBC to 500 fans who brought a beef receipt to the ballpark. The Nos. 3-4-5



hitters also were promoted nightly as the "Meat of the Order."

The RedHawks featured a Beef Batter of the Game at each home game. If that batter got a hit, a section of the ballpark won Beef Battle Bucks, which were redeemable for bonus beef products with the purchase of beef sponsored by Prime Cut Meats in Fargo. Radio commercials highlighting beef also aired during RedHawks games.

## North Dakota Common Ground

CommonGround North Dakota worked with the North Dakota Soybean Council and NDBC to promote beef recipes through a series of Instagram videos. CommonGround is focused on starting conversations between the farmers who grow food and consumers who buy it. Conversations are based on personal experiences of



farmers and on science and research. Members will answer questions and share facts and personal stories about food and farming. CommonGround is brought to you by the farmers of many of the commodity groups in North Dakota.

## ND Federation Directors Making an Impact



The vast majority of cattle born in North Dakota end up on a dinner table somewhere outside of the state. That's the single most important reason why the NDBC has always been involved in providing producer input to national beef promotion, research and education programs. The Federation of State Beef Councils is where this national collaboration happens among all state beef councils.

Currently, the NDBC has four Federation directors, including Mark Voll, Gloria Payne, Fred Helbling, and Jason Zahn. Travis Maddock also is a Federation director and represents the region including North Dakota, South Dakota, Nebraska, and Kansas as the Region 7 Federation vice-president.

In addition to these representatives, Clark Price, NDBC past chair and ex-officio member, was elected to his fourth term on the national Beef Promotion Operating Committee. Jerry Effertz, NDBC past chair, federation past chair, past Beef Promotion Operating Committee member, and ex-officio member, also represents Region 7 as a member of the Federation nominating committee.

### NORTH DAKOTA BEEF COMMISSION

Combined statement of revenues, expenditures and changes in fund balances  
JULY 1, 2020 – JUNE 30, 2021

#### Revenue:

Checkoff Assessments .....	\$ 2,504,766
Less Remittance to States of Origin.....	(\$13,858)
Less Remittance to Cattlemen's Beef Board.....	(\$623,987)
Less Refunds .....	(\$180,193)
Net Assessment Revenues.....	\$1,686,728

Other Revenue - Interest & Receipts.....	\$13,300
<b>Total Revenues .....</b>	<b>\$1,700,028</b>

#### Expenditures:

International Promotion .....	\$301,100
Promotion.....	\$324,167
Industry Information.....	\$69,789
Research .....	\$386,521
Consumer Information.....	\$152,610
National Program Development.....	\$311,356
Administration/Operations .....	\$450,731
<b>Total Expenditures.....</b>	<b>\$1,996,274</b>

<b>Revenues over (under) expenses .....</b>	<b>(\$296,246)</b>
<b>Fund Balance, July 1, 2020 .....</b>	<b>\$1,487,002</b>
<b>Fund Balance, June 30, 2021 .....</b>	<b>\$1,190,756</b>



**Matt Lachenmeier**  
Livestock Markets  
Mandan



**Weston Dvorak**  
Cattle Feeder  
Manning



**Jason Zahn**  
Beef Producer  
Towner



**Clark Price**  
Ex officio  
Cattle Feeder, Hensler



**Jerry Effertz**  
Ex officio  
Beef Producer, Velva

#### FEDERATION OF STATE BEEF COUNCILS NATIONAL DIRECTORS

Mark Voll, Gloria Payne, Fred Helbling, Jason Zahn, Travis Maddock  
(Executive Committee)

#### FEDERATION OF STATE BEEF COUNCILS NOMINATING COMMITTEE

Jerry Effertz

#### BEEF PROMOTION OPERATING COMMITTEE

Clark Price

## The Drive

Continue to stay up to speed on the latest industry facts, statistics and stories highlighting ways your state and national checkoff dollars are driving demand for beef by subscribing to "The Drive." Join the quarterly, complimentary subscription to the printed publication. <https://www.beefboard.org/the-drive-sign-up-form/>



## North Dakota says 'Thank You' with Beef

The NDBC, in partnership with the North Dakota Stockmen's Association and North Dakota CattleWomen, served more than 1,100 active duty, reserve and National Guard members and their families during the 16th annual Beef Industry Military Appreciation Picnic held in conjunction with the North Dakota State Fair in Minot. This was a way of saying thank you to our men and women in uniform from the men and women across North Dakota in cowboy hats and jeans.



The picnic meal was prepared by North Dakota State University's Carnivore Catering, a group of graduate students from the NDSU Animal Science Department. Hand-carved roast beef sandwiches and all-beef hotdogs were featured along with additional picnic fare. Numerous producer volunteers greeted guests and helped with setting up, cooking, serving, cleaning up, and answering questions about beef and ranching in the state.

A second military event held in August at the Grand Forks Air Force Base found the beef industry involved in the base-wide Summer Bash celebration. This event involved a beef industry-sponsored picnic with hamburgers and all-beef hotdogs for the soldiers and their families, as well as an Iron Chef-type beef grilling competition. According to NDBC staff, when you say "competition" to military members, they take it to a whole new level!



## Powered by Beef; Performance Through Protein

The North Dakota Beef Commission is partnering with North Dakota high schools across the state to help their athletes reach their full potential through healthy diets with beef as the prime protein.



The Powered by Beef; Performance through Protein Program is funded by the North Dakota Beef Checkoff and administered by the North Dakota Beef Commission. It provides funding to implement and monitor the progress of high school athletes throughout the school year. Grant funds provide athletes with beef as a recovery protein, nutrition materials, presentations and information based in research by nutritional experts, and meal planning and recipe resources.

The Powered by Beef Program is designed to help athletes reach their potential through a whole plate diet with beef as the premier protein. The program promotes healthy nutritional choices before and after competition.

Beef is a nutrient-rich protein proven that, when used as part of a healthy diet, can increase performance and muscle repair.



The NDBC also supported North Dakota high school activities by advertising during the 2021 state televised tournaments to reach North Dakota students and fans about the importance of beef in a healthy diet.

## 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.

## North Dakota Beef Commission



**Nancy Jo Bateman**  
Executive Director



**Joan Hoovestol**  
Office Manager



**Wendy Masset**  
Collection and  
Compliance Specialist



**Nicole Wardner**  
Consumer Marketing and  
Industry Relations Specialist



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## Dear Fellow Producers,

Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021 we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021 a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.



Sincerely,

Clay Burtrum  
Stillwater, Oklahoma  
Chair, Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

## Beef Enters Victory Lane

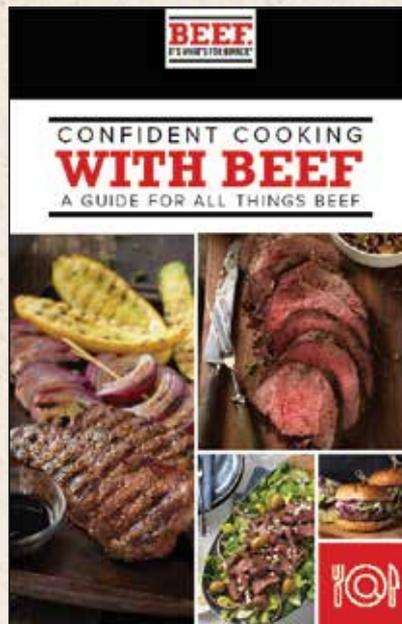
The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the Beef. It's What's for Dinner. 300. in February 2021. The race served as a unique opportunity to engage with consumers through social media, television advertising, public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the Beef. It's What's For Dinner. 300 trophy and a cooler full of Tomahawk Steaks.



## Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) website also featured beef grilling favorites and producer stories from across all 50 states.

## Confident Cooking with Beef



*Confident Cooking with Beef* is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers

on the benefits of beef. With tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.

## FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

### Promotion – \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on *BeefItsWhatsForDinner.com* featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

### Consumer Information – \$900,000

Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

### Industry Information – \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

### Research – \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



## Pediatrician Outreach Extends Early Years Content

The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians



lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

## Cattlemen's Beef Board Directors



Mary Graner, Huff



Ray Erbele, Streeter

## Cattlemen's Beef Board Fiscal Year 2021 Expenditures

Promotion	\$8,641,332
Research	\$8,838,176
Consumer Information	\$8,160,511
Industry Information	\$3,138,923
Foreign Marketing	\$8,479,193
Checkoff Communications	\$171,679
Producer Communications	\$1,568,937
Program Evaluation	\$263,087
Program Development	\$316,474
USDA Oversight*	\$695,634
Administration	\$1,502,147
<b>TOTAL EXPENSES</b>	<b>\$41,776,093</b>

Unaudited numbers

\*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$96,634 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.



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