

NORTH DAKOTA BEEF COMMISSION Annual Report 2022

The Future of Beef is...



Early Introduction (Beef in the Early Years)

For the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like BEEF, to infants and toddlers, in order to pack every bite with high-quality protein, iron, zinc, and choline. As part of the effort to spread this information, pediatric offices across the country were the target of a focused state and national program to “Make Every Bite Count With Beef!” Requests for this educational office toolkit came from 3,090 pediatricians nationwide, 50 of those from North Dakota. Follow-up surveys reported 90% of pediatric health professionals receiving the toolkit have already recommended or intend to recommend beef to parents and caregivers, and two-thirds of parents found the consumer booklet included as valuable education.

Performance Through Protein (Powered by Beef)

The **Powered By Beef: Performance Through Protein** program takes a “real food first” approach to sports nutrition. The focus of the high school and collegiate program is a balanced diet built on a foundation of protein, specifically beef. The overall goal of this program is to educate athletes on how to pre-fuel and refuel while they train before, during and after their sporting season. NDSU, UND, the University of Mary and University of Jamestown joined 12 Class B high schools and five Class A high schools in the program.



Beef Education Mini Grants

The NDBC awarded \$35,000 in educational Beef Mini Grants to 32 North Dakota family and consumer science educators, 26 agriculture education programs, and nine North Dakota State University Extension offices across the state. Mini grants are competitive grants used for the purchase of beef for use in classroom curriculum and youth/adult lessons about beef selection, storage, preparation, and nutrition. In total, 2,500 students and 170 teachers and volunteers participated.



Continuing Education



The future for students pursuing a career in meat science just got brighter at North Dakota State University. A state-of-the-art ag product development center, named the Peltier Complex, will offer new and exciting opportunities for meat science education, meat processing, beef product research, and a wide range of ag product research and development for various grains and commodities grown across the state, as well. Beef checkoff dollars have been pledged to support the research and education efforts that will benefit the beef industry and the youth of our region pursuing opportunities in meat science.

Alive in the Living Ag Classroom



Generations of fourth-graders have learned the value of beef through the Living Ag Classroom. This longstanding educational program educates elementary school-aged children on the diversity of agriculture in North

Dakota, and agriculture’s role in feeding the nation and the rest of the world. The program has reached more than 100,000 students since its inception.

Dear ND Beef Producers,

This year, your North Dakota Beef Checkoff dollars have been put to work. I am confident your investment is being focused in the right direction, driving demand for beef. To a large degree, your Checkoff dollars are focused on our most valuable resource, the next generation. This is young people interested in the beef industry, and youth who are our future beef consumers. **Powered By BEEF: Performance Through Protein** leads the way and continues to grow throughout the state. The importance of including beef in the diet before and after sporting events to refuel the body is gaining acceptance across ND and for that matter, throughout the country. This program only has upward potential.



Scholarships for those interested in meat science, fabrication and processing, mini-grants to Ag Teachers and FACS educators, and mobile meat processing units going to high schools across the state, are all funded in part because of your Beef Checkoff investment. In addition, your investments will support the Peltier Center at NDSU. This facility will house a new Meat Lab, classrooms and research facilities for youth and the beef industry of ND, providing a future for beef education and research.

As we approach the end of the year, several changes are taking place with the staff here at the Beef Commission. Joan Hoovestol and Nancy Jo Bateman are retiring after 36 and 38 years of service to the beef industry. Their dedication to the Beef Commission is much appreciated and their knowledge of the Beef Checkoff will be missed. Thank you both for your dedication to our industry!

It's been my privilege to serve on this board for the past 6 years. Lilah Krebs, our dairy representative from Gladstone, is also completing her term on the board. If you have a desire to serve on this board, please contact us through our website, or reach out to any of the directors who can help answer questions you may have.

Sincerely,
Mark Voll - NDBC Chair

Checkoff Dollars Fund National Beef Promotion Campaign

In 2022, ND Beef Checkoff dollars helped in a national digital campaign reaching consumers through four regionalized promotions using YouTube video, Spotify audio and Google Search.

The campaign featured former Dallas Cowboys quarterback Tony Romo as the spokesperson for *Beef. It's What's For Dinner* (BIWFD). It strategically took the message of beef where it would inspire the most consumers to choose beef for outdoor grilling in the summer months.

The four targeted regions included:

- **West:** Arizona, California, Idaho, Nevada, Oregon, Washington.
- **Southeast:** Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia.
- **Midwest:** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin.
- **Top 5 States:** California, Florida, Illinois, New York, Pennsylvania.

The campaign was highly successful! Viewer rates on YouTube ranged from 56.9% to 73%, far exceeding the industry average of 35%. Google searches in the top five states and western states for the BIWFD website came at a cost per click of \$0.24, well below the goal of \$0.45, while the Spotify campaign came in at a very cost-effective 1 cent per listen and drove more than 6,000 clicks to Romo's recipes on BIWFD.

Between the four regional summer grilling efforts, the on-line campaign resulted in 14.1 million beef ad exposures and 32.4 million engagements (views, listens and click-thrus).

State Campaign Engages Consumers Over 1.8 million Times

Even though research shows that North Dakota consumers are beef lovers, work continues to KEEP beef at the center of the dinner plate across the state.

Between January and July 2022, the NDBC conducted an in-state marketing campaign targeted to North Dakota consumers using social media platforms YouTube, Google and Spotify. The messages included the nutritional value of beef, sustainability of beef, and beef's place in summer grilling.

Results were impressive:

- YouTube reported 1,225 million impressions and more than 630,000 video views at a cost of 2 cents per view.
- Google search was just shy of 70,000 impressions and nearly 9,000 clicks to *BIWFD.com* to find ground beef recipes for quick and easy meals. At 53 cents per click, it was 3 cents below the national average.
- Spotify reported more than 427,000 impressions and 416,000 complete listens at an average cost of 2 cents per ad.



Meet Your Commissioners, National Representatives and Staff



Mark Voll

Chair
Beef Producer At-Large
Sidney, MT



Jason Zahn

Vice Chair
Beef Producer
Towner



Fred Helbling

Secretary/Treasurer
Beef Producer
Mandan



Brian Amundson

Cattle Feeder
Jamestown



Sharon Kickertz-Gerbig

Beef Producer At-Large
Amidon



Lilah Krebs

Dairy Producer
Gladstone

Consumer Research Finds Trends in Marketplace

Every two years, the NDBC conducts consumer research to understand purchasing habits of ND consumers, their opinion of beef products and their knowledge of beef production in the state. The data collected is used to help the NDBC promote beef to consumers in the most efficient and cost effective way within the state.

Among the findings, consumers indicated price, trust in the safety and nutrition of beef, and ease of preparation were important factors in keeping beef front and center in meal preparation. Consumers in ND believe beef is versatile, great tasting and a great protein source.

Statistically speaking:

- 81% of North Dakotans eat beef on a weekly basis; only 3% never eat beef.
- 68% of ND consumers think the price of beef is the most important topic to address when it comes to beef and sustainability.

Compared to the US, ND consumers are almost 20% more positive when questioned about beef production practices.

NORTH DAKOTA BEEF COMMISSION

Combined statement of revenues, expenditures and changes in fund balances
JULY 1, 2021 – JUNE 30, 2022

Revenue:

Checkoff Assessments	\$2,376,360
Less Remittance to States of Origin.....	(\$14,380)
Less Remittance to Cattlemen's Beef Board.....	(\$593,583)
Less Refunds	(\$152,349)
Net Assessment Revenues	\$1,616,048
Other Revenue - Interest & Receipts.....	\$10,107
Total Revenues	\$1,626,155

Expenditures:

International Promotion	\$268,930
Promotion.....	\$276,796
Industry Information.....	\$52,979
Research	\$289,923
Consumer Information	\$357,097
National Program Development.....	\$290,973
Administration/Operations	\$552,079
Total Expenditures.....	\$2,088,777

Revenues over (under) expenses	(\$462,622)
Fund Balance, July 1, 2021	\$1,190,756
Fund Balance, June 30, 2022	\$728,134

Beef Benefits from Strong Partnerships

Through strong partnerships, the NDBC can extend its reach through activities and events in the state.

The NDBC partnered with the North Dakota Stockmen's Association to serve close to 1,400 military members and their families at the Beef Industry Military Appreciation Picnic on Military Appreciation Day at the North Dakota State Fair. The NDBC also worked with the Independent Beef Association of North Dakota to provide a school foodservice chef and dietitian who helped to teach school lunch managers how to "Beef Up the Lunch Tray" in their schools.



The NDBC also partnered with health professionals through the ND Academy of Nutrition and Dietetics, ND Nutrition Council, ND Academy of Family Physicians, and Upper Plains Cardiopulmonary Rehabilitation Association

to extend its message of the importance of beef in the diet.

"We take pride in continuing to build relationships with third-party advocates who can then speak out in favor of beef," says Sharon Kickertz-Gerbig, NDBC board member and southwest North Dakota beef producer. "Providing these advocates with the research-based facts is our job. That's what Beef Checkoff dollars help to make possible. Then we can be assured these nutrition influencers have the best information possible to educate consumers."

Fourteen registered dietitians from the Bismarck-Mandan Academy of Nutrition and Dietetics spent an evening in the kitchen with NDBC Executive Director Nancy Jo Bateman learning about beef cookery, nutrition, and as much about beef as possible. Dietitians in attendance collectively educate thousands of people throughout the year about nutrition and food choices.



Matt Lachenmeier

Livestock Markets
Mandan



Jess Nehl

Beef Producer At-Large
Mandan



Joy Patten

Beef Producer
Watford City



Clark Price

Ex officio
Cattle Feeder, Hensler



Travis Maddock

Ex officio
Beef Producer, Maddock

FEDERATION OF STATE BEEF COUNCILS NATIONAL DIRECTORS

Mark Voll, Jason Zahn,
Fred Helbling,
Sharon Kickertz-Gerbig

FEDERATION OF STATE BEEF COUNCILS EXECUTIVE COMMITTEE

Clark Price, Vice Chair

BEEF PROMOTION OPERATING COMMITTEE

Clark Price, Travis Maddock

Touchdown! Home Run! NDBC Scored with Sports Promotions

In-state beef promotions kicked off summer grilling with May is Beef Month. Gov. Doug Burgum proclaimed May 2022 as "Beef Month" in ND for the second year. Beef promotions continued through the summer at baseball games with the Bismarck Larks and the Fargo-Moorhead RedHawks. While baseball and burgers go hand in hand, beef also shines during the football season and tailgating. The NDBC also got in on the fun at Thunder Alley prior to North Dakota State University football games in Fargo. The NDBC had a presence at home games on the NDSU campus. More than 3,600 people were served beef samples of recipes they can recreate at home. A new Farm to Gym Exercises interactive activity station was introduced to the tailgating area this year to show consumers how to live a healthy lifestyle and fuel up with beef. These tailgating efforts and more would not be possible without the partnership efforts of Carnivore Catering, the NDSU Meat Lab and NDSU Meat Science staff.



NDBC Wishing Bateman, Hoovestol Best in Retirement



The NDBC is saying goodbye to two dedicated and hard-working individuals, who announced their retirements in 2022. Combined, they represent 74 years of commitment to state beef producers and the beef checkoff program.

After 38 years at the Beef Commission, and 41 years serving the beef industry, NDBC Executive Director Nancy Jo Bateman is retiring at the end of the year. And after 36 years at the North Dakota Beef Commission, office manager and head behind-the-scenes director, Joan Hoovestol, is retiring as well.

"These two ladies were with the national Checkoff from the start. Their knowledge and dedication to beef promotion, research and education will be missed."

— NDBC Chair Mark Voll



NDBC Engaged with Producers on Checkoff Program

The NDBC engaged, educated and interacted with producers about the Beef Checkoff program across the state. Five producer meetings were held in various locations in an outreach effort on Checkoff investments. Producers learned about the national and state Checkoff programs, including basics of the program, how the NDBC drives demand for beef using promotional campaigns, advertising tactics and educational programs to consumers, and where Checkoff dollars are being spent. Each meeting ended with an open discussion where producers asked questions about the Checkoff program and gained a better understanding of how the program benefits the beef industry and impacts consumer demand.

Money raised through the Beef Checkoff is used strategically to enhance beef's standing among consumers and producers. A recent Cornell University study showed that the Checkoff returns \$11.91 to the industry for every dollar invested and without the national Checkoff, U.S. beef demand would have been 14.3 percent lower.

Stockmanship and Stewardship Live Demos

North Dakota beef producers learned low-stress cattle handling techniques firsthand from two of the world's leading experts in cattle handling. The North Dakota Beef Quality Assurance Program hosted a

live workshop in September. Producers lined up to listen to Curt Pate and Ron Gill teach about ways and means to move, sort and work cattle efficiently and effectively. While the focus of this event was on cattle, the benefit of implementing the practices learned have been proven to reduce stress on humans that handle the cattle.

While most comfortable in the saddle, Pate and Gill demonstrated ways to move and sort cattle on foot, horseback and with ATVs. This BQA training

highlighted real-world scenarios and situations, including moving cattle in open space, moving cattle into a corral, sorting cattle into pens and loading cattle.

Checkoff-funded research shows consumers who are informed about BQA practices and certifications have a 26% more positive perception of beef production. Research also shows ND consumers have almost a 20% higher positive perception of beef production practices than the average American consumer.

The BQA program, funded in part through the Beef Checkoff in North Dakota, is highlighting the many ways beef and the beef industry are having positive effects on the daily lives of consumers and producers.



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,

For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef's promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer

input guiding decisions through a grassroots process.

This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let's take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,

Brad Hastings
Amarillo, Texas
Chair, Federation of State Beef Councils



Funded by
Beef Farmers and Ranchers

Better and Stronger Together

The Federation of State Beef Councils (FSBC) builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the FSBC each year, and more than 50% of those contributions supplement 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 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

Research \$745,000

- Product Quality • Beef Safety • Human Nutrition • Beef Sustainability • Market Research

Promotion \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It's What's For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It's What's for Dinner.* 300, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel: including during Thanksgiving weekend with a sponsorship of a movie premiere.

Industry Information \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

Consumer Information \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.

Promoting Beef to the Next Generation of Consumers

Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

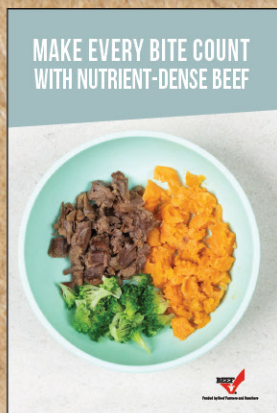
As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as *The Week Jr.* and *ScoutLife*. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It's What's For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.



States Extend E-Commerce Efforts

In November and December 2021, a nationwide club store promoted beef and the *Beef. It's What's For Dinner.* brand during the holidays on the retailer's digital properties. Holiday beef digital ads were placed on the retailer's website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

Early Bites with Beef



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies beef.

Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

Beef Advocates Blaze New Trails

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.

New Spokesperson Scores Points for Beef

Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family's passion for beef with consumers, and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts.



Tony Romo's Playbook on *BeefItsWhatsForDinner.com* also highlighted new recipes and valuable information about beef's taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.

The DRIVE

How your dollar drives demand for beef.



Get your complimentary subscription to the latest industry facts, statistics and stories highlighting real ways your Checkoff dollars are driving demand for beef here at home – and around the globe.



Mary Graner,
Huff

Cattlemen's Beef Board Directors



Ray Erbele
Streeter



Funded by Beef Farmers and Ranchers

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