

North Dakota Beef Commission Promotes Beef Benefits through Build Your Base Program



By *Kylie Blanchard for the N.D. Beef Commission*

The North Dakota Beef Commission (NDBC) collaborates with industry partners, producer stakeholders, influencers, schools, and consumers across the state and nation in its efforts to promote the nutritional benefits of beef. This year, the NDBC has partnered with the South Dakota Beef Industry Council (SDBIC) and Sanford Health to expand the **Build Your Base** comprehensive sports nutrition program into North Dakota and to promote beef as a premier protein for young athletes.

The Build Your Base Program

The **Build Your Base** program, developed by the SDBIC in partnership with Sanford Health, prepares young athletes



Jason Zahn,
NDBC director

and their families for a successful sports season by promoting beef as a premier protein. The program supports healthy nutritional choices before, during and after a sports season through educational resources, tips and guidelines.

The **Build Your Base** program provides access to tools for coaches, school health and athletic professionals, as well as parents when addressing nutritional needs for athletes. The program

aims to support school wellness programs and build healthy communities. Participating schools are eligible for grants to provide athletes with beef as recovery protein, promotional materials, educational training videos, presentations and workshops by nutritional experts, access to the experts in the partnership, and meal planning and recipe resources.

“Encouraging young athletes and their families to incorporate beef into a healthy, balanced diet through

the **Build Your Base** program makes sense, since beef is considered a food staple in many North Dakota households,” says Jason Zahn, an NDBC director. “The program also offers schools grant funds to fuel athletes with the highest quality protein, beef. Schools are able to use those funds with meal plans and recipe options for their athletes.”



The Benefits of Beef

Beef is a natural, nutrient-rich, high-quality protein containing all the essential amino acids. A single three-ounce cooked serving of beef provides 175 calories as well as protein, iron, vitamins B12 and B6, zinc, selenium, niacin, phosphorus, riboflavin, and choline. Research has shown athletes with a consistent intake of protein throughout the day have increased rates of muscle building and muscle repair, and the ingestion of 30 grams or 3.5 ounces of cooked protein following exercise helps maintain positive protein balance following exercise.

“Investing beef checkoff dollars to provide young athletes with nutrition education through the **Build Your Base** program better equips them to understand the role of beef in their diet, their overall health, and their athletic performance,” says Zahn. “This program will help student athletes and community members establish healthy habits and build life skills to prepare well-balanced, nutritious snacks and meals featuring beef.”

