

The ND Beef Commission Partners with Health Professionals



By JaCee Aaseth for the N.D. Beef Commission

The N.D. Beef Commission's (NDBC) mission is to enhance beef demand by strengthening consumer trust and exceeding consumer expectations. One way this is achieved is through partnerships with nutrition and health professionals.



Sharon Kickert-Gerbig, NDBC Board Member

To extend its voice on the health benefits of beef, NDBC partners with numerous regional organizations including the N.D. Academy of Nutrition and Dietetics, N.D. Nutrition Council, N.D. Academy of Family Physicians and Upper Plains Cardiopulmonary Rehab Association. NDBC sponsors numerous seminars and speakers through these organizations in the areas of nutrition, food safety and other pertinent topics related to the value of beef in the diet. As a result of these partnerships, current and factual beef educational materials are provided to dietitians and health professionals through convention programming, exhibits and presentations by nationally renowned nutrition experts.

"We take pride in continuing to build relationships with third-party advocates who can then speak out in favor of beef," says Sharon Kickert-Gerbig, NDBC board member and southwest N.D. 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."

Kickert-Gerbig and her husband Gordon run a cow-calf operation near Amidon, N.D. Their ranch has been in the family since 1947. Kickert-Gerbig is not only an NDBC board member, but is also involved with the N.D. CattleWomen and American National CattleWomen, where she will complete her third term as Region VII director.

In addition to nutrition and health professional groups, NDBC will partner with North Dakota State University (NDSU) in providing resources in the health, nutrition and exercise sciences field. This partnership will help to develop a network of beef-friendly health professionals to assist in programming for instructors and directors at fitness and wellness centers across the state. This will also create opportunities to increase interest in basic beef nutrition and cooking classes for college athletes across the state.

"Partnering with health professionals is one of the most logical ways to reach consumers about the health benefits of beef," says Kickert-Gerbig. "Consumers tend to believe their dietitian or doctor because they are seen as people of

knowledge and authority, and what better way to spread the healthy message of beef than to educate those who educate others. It is important for us as beef producers to help assure that these influencers have the most current and correct information."

The NDBC also takes advantage of the National Cattlemen's Beef Association's (NCBA) research and program successes to build consumer education programming. This includes collaborating with national-level experts on strategies to reach consumers across the state with exciting messages about beef protein in the diet, beef's role in weight management and beef in a heart-healthy diet. "The NDBC has also started sharing healthy beef recipes for consumers on its new Facebook page," says Kickert-Gerbig.

"Like" the NDBC page and follow it by typing "North Dakota Beef Commission" in the Facebook search bar.



Beef Chili

INGREDIENTS:

- 1 pound ground beef (96% lean)
- 1 can (15 ounces) reduced-sodium black beans, rinsed and drained
- 1 can (14-1/2 ounces) unsalted beef broth
- 1 can (14-1/2 ounces) unsalted diced tomatoes
- 1 can (4 ounces) green chilies or jalapeno peppers
- 2 tablespoons chili powder

Toppings: sour cream, chopped fresh cilantro leaves, sliced green onion, shredded cheddar cheese

COOKING:

Heat large nonstick skillet over medium heat until hot. Add ground beef; cook 8 to 10 minutes, breaking into 3/4-inch crumbles and stirring occasionally. Pour off drippings.

Stir in beans, broth, tomatoes, green chilies and chili powder; bring to a boil. Reduce heat; cover and simmer 20 minutes to develop flavors, stirring occasionally. Garnish with toppings.