

# NORTH DAKOTA BEEF COMMISSION

4023 State Street, Bismarck, ND 58503 ■ 701-328-5120 ■ [ndbeef@ndbeef.org](mailto:ndbeef@ndbeef.org) ■ [ndbeef.org](http://ndbeef.org)

## THREE REAPPOINTED TO THE NORTH DAKOTA BEEF COMMISSION



Fred Helbling, Sharon Kickert-Gerbig and Matt Lachenmeier have been reappointed to a second three-year term on the North Dakota Beef Commission (NDBC) by North Dakota Governor Doug Burgum. The directors will serve on the NDBC, which consists of nine voting members representing various segments of the state's beef industry.

Helbling, a rancher from Mandan, North Dakota, serves as beef producer director and Kickert-Gerbig, a rancher from Amidon, North Dakota, serves as beef producer director at large. Lachenmeier, a field representative for Kist Livestock in Mandan, North Dakota, serves as the livestock market director. The NDBC directors serve three-year terms and are eligible to be appointed to two consecutive terms on the board.

The NDBC, representing North Dakota beef farmers and ranchers, manages the state Beef Checkoff program with the mission of enhancing beef demand by strengthening consumer trust and exceeding consumer expectations. This is accomplished through programs and activities in the areas of promotion, research and consumer information.

Learn more at [ndbeef.org](http://ndbeef.org). ■

## DIGITAL ADVERTISING CAMPAIGN REACHES CONSUMERS MILLIONS OF TIMES



The year-long North Dakota digital advertising campaign that wrapped up in June received a great response from state consumers, garnering more than 3.2 million impressions through both Google Search and YouTube video ads, generating more than 1.9 million engagements (clicks and video views).

The digital advertising campaign focused on promoting the great taste of beef to consumers, with an emphasis on older millennial parents across urban and rural North Dakota.

The YouTube campaign included seasonally relevant videos, including United We Steak, Summer Grilling, Fall Tailgating, Holiday Drool Log and Healthy Eating at a \$0.02 cost per view.

The Google Search campaign promoting beef recipe content on [www.ndbeef.org](http://www.ndbeef.org) generated 17,626 clicks to *Beef. It's What's For Dinner.* recipes and beef information. The average click-through rate was 10 percent – more than triple Google's benchmark for Google search advertising.

A Spotify pilot campaign was also used to reach consumers. This featured Summer Grilling and Beef & Baseball content, resulting in 150,856 listens and 160,667 impressions. ■



## YOUTH BEEF EDUCATION PROGRAMS MET PANDEMIC CHALLENGES



Programs inside and outside of school provide valuable opportunities to teach students about beef. North Dakota State University (NDSU) Extension, 4-H and FFA, family and consumer science and ag education teachers, Living Ag Classroom field trips and families adapted to meet the challenge of education in a COVID-19 environment head on. As a result, printed materials for classes went online,

video became an important teaching tool, virtual presentations became standard, and even learning to grill went "virtual" with the 4-H "Chef-For-A-Day Grill Off." Congratulations to our partners for being so creative while still teaching about beef. ■



## 'BUILD YOUR BASE WITH BEEF' PROGRAM INTRODUCED TO COACHES ASSOCIATION

The North Dakota Beef Commission (NDBC) recently presented details of the "Build Your Base with Beef" program to the North Dakota High School Coaches Association. This pilot program was developed through a partnership between the South Dakota Beef Industry Council and Sanford Health and is now being implemented by additional state beef councils. It is designed to prepare young athletes 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.

Nutritional Strategist Mike Rousell talked with coaches from all school sports, junior high to high school, about the importance of beef in an athlete's diet. More than 300 participants showed increased interest in implementing the Build Your Base program into their activities. Learn more about the NDBC's Build Your Base program at:

[buildyourbase.org/north-dakota/](http://buildyourbase.org/north-dakota/) ■

## NORTH DAKOTA SAYS 'THANK YOU' WITH BEEF

The North Dakota Beef Commission (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 (NDSU) 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! Grilling teams needed to bring all the equipment and grills needed to grill up a full meal for judges, however, no food of any sort could be brought by the teams. They received a package of beef when it was their turn to begin grilling but did not know the cut in advance. Then they gathered other foods and seasonings from a pantry of ingredients selected by NDBC staff and provided by the commissary on the air base. Flat Iron steaks were the cut of choice, and all teams enjoyed the fun experience while learning more about beef. ■



For more updates from the North Dakota Beef Commission, visit [ndbeef.org](http://ndbeef.org) or subscribe to *The Drive*.

