

The N.D. Beef Checkoff Reaching Consumers



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. Therefore, the NDBC takes its role in consumer education very seriously. Historically, the NDBC has used traditional media, such as television, radio and print, to promote the many benefits of beef. Recently, digital media has entered the mix.



Mark Voll, NDBC
Vice Chairman

According to a recent North Dakota consumer perception survey conducted for the NDBC by the National Cattlemen's Beef Association (NCBA), North Dakota has more weekly beef eaters and less weekly chicken, pork, fish and plant-based protein eaters compared to the total U.S.

"This is good news," says Mark Voll, NDBC vice chairman and western N.D. beef producer. "But our job isn't done. Continually building consumer trust in our product is very important. NDBC is working to connect consumers with the producers putting the beef on their table."

Voll, along with his wife and children, operate a commercial cow/calf operation in the western part of the state. In addition to his role on the NDBC, he has served as a N.D. Stockmen's Association board member. A graduate of North Dakota State University with an animal science degree, Voll is also a territory business manager for Zoetis, an animal health company, and travels western North Dakota and eastern Montana.

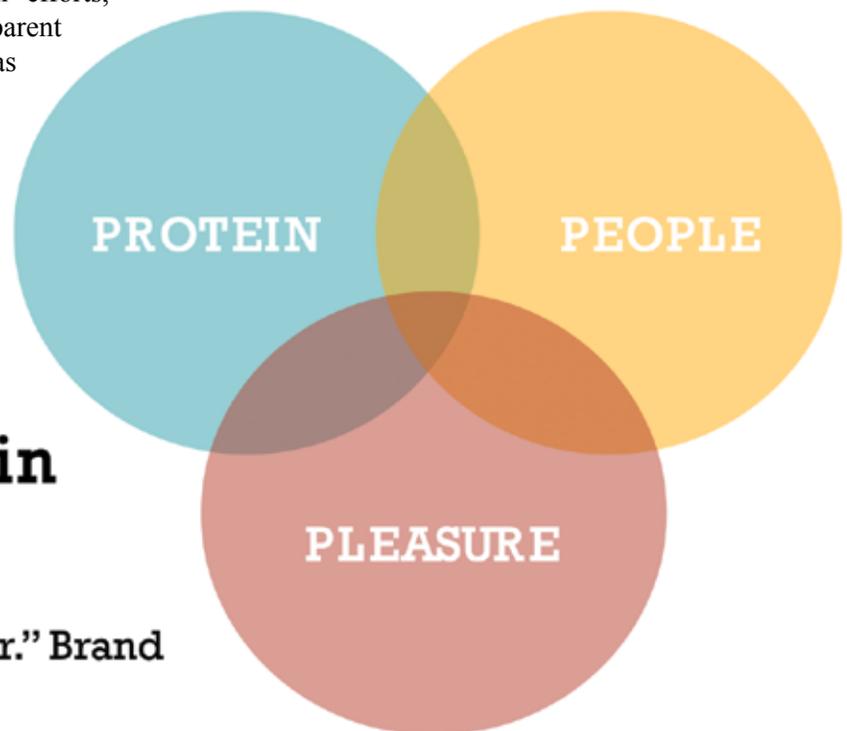
Aligning with national consumer outreach efforts, NDBC's target audience is the older millennial parent (ages 25-34) and messaging focuses on the areas of the **PEOPLE** behind the product, the value of the **PROTEIN**, and the **PLEASURE** of the beef meal. Two national campaigns – "Nicely Done Beef" and "Rethink the Ranch" – have been developed for this audience using this

messaging. With the help of NCBA, the NDBC is extending these successful campaigns through digital media using YouTube and Google Search to target millennial consumers in North Dakota.

"Consumers in North Dakota are more aware (51 percent) of "Beef. It's What's For Dinner." than the total U.S. (39 percent)," says Voll. "We need to continue to embrace new ways to reach consumers to ensure beef is positioned as the top protein. The consumer research conducted for us by NCBA has allowed us to be strategic about our consumer strategy, and national resources available have allowed our North Dakota checkoff dollars to go further in reaching these consumers."

NDBC has also taken an active role in events across the state, such as BBQ Boot Camp and Dinner On The Prairie events, in an effort to reach media, influencers, decision makers and consumers about topics such as beef cuts, cookery, nutritional value and production practices. "These events give beef producers the opportunity to provide consumers an understanding of the beef community's commitment to provide a safe and wholesome product," says Voll.

NCBA's consumer perception study shows North Dakota consumers, compared to the total U.S., are less concerned with almost all issues facing the beef industry. Voll says, "This indicates the NDBC is doing its job. We will continue to seek ways to most responsibly and effectively use N.D.'s checkoff dollars to increase consumption of beef in our state, the nation and around the globe."



Goal:

**Position Beef
as the Top Protein**

How:

"Beef. It's What's For Dinner." Brand