



# North Dakota Beef Commission Celebrates Success of “Build Your Base with Beef” Program



*By Kylie Blanchard for the North Dakota Beef Commission*

Recently, the North Dakota Beef Commission (NDBC) held events to celebrate the success of the Build Your Base with Beef program in North Dakota schools.

## **Fargo Davies High School**

The NDBC hosted a tailgating event Friday, August 27, at Fargo Davies High School to highlight the school’s participation in the Build Your Base with Beef program. The tailgating event was held in conjunction with Fargo Davies’ home opener against Fargo Shanley High School. The NDBC provided beef burgers and all-beef hotdogs free of charge to 500 attendees and shared the message of the benefits of beef and the Build Your Base program with students, parents and community members.

Fargo Davies High School had 220 student athletes participate in the Build Your Base program over the summer. Students participating in the Sanford Power program were provided beef sticks after each session as part of the Build Your Base Program through the checkoff dollars provided by the NDBC.

“Protein is so important to these student athletes,” says Lenny Olhauser, Fargo Davies High School activities director. “A program like Build Your Base has helped our school district provide the protein needed to increase the performance of our student athletes.”

## **Bismarck High School**

The NDBC also hosted a post-game tailgating event in conjunction with the Bismarck High School Homecoming football game against Minot High School at the Bismarck Community Bowl on Friday, September 10. The event served more than 200 athletes and coaches from both teams.

The NDBC provided a balanced whole plate meal anchored with a grilled cheeseburger. Hubbard Feeds representatives and

beef producers Tim Clark and Aaron Galbreath grilled burgers for the event. A Build Your Base message was included on the meal’s to-go containers, which focused on consuming a combination of carbohydrates and proteins, like beef, after a game to aid in muscle recovery and repair.

“We are so thankful to the North Dakota Beef Commission,” says Scott Nustad, Bismarck High School activities director. “The Build Your Base program has had an impact on our student athletes. The impacts are noticeable, just from small changes in habits, like refueling with beef after a workout, the coaching staff has seen a difference in the kids as they enter the fall sports season.”

## **Build Your Base**

Build Your Base with Beef is a comprehensive sports nutrition program that features beef in the center of the plate. The Build Your Base program equips athletes, coaches, and parents to understand the role of high-quality protein like beef in diet, overall health and athletic performance.

The NDBC, in partnership with Sandford Health, expanded the Build Your Base comprehensive sports nutrition program into North Dakota to promote beef as a premier protein for young athletes. Participating schools are eligible for grants to provide athletes with beef as a 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.

Programs like Build Your Base are made possible through beef checkoff investments made by beef producers in North Dakota for beef promotion, research and education. For more information on the Build Your Base program or to apply for a Build Your Base grant for a school, contact Nicole Wardner with the NDBC at [nwardner@ndbeef.org](mailto:nwardner@ndbeef.org).

