NORTH DAKOTA BEEF COMMISSION

2026 - 2027 MARKETING PLAN



MISSION STATEMENT

Serve North Dakota beef producers through enhancing beef demand by strengthening consumer trust and exceeding consumer expectations.

STRATEGIC PRIORITIES

1



Drive or Build Consumer Confidence in Beef Across the Nation

Provide opportunities for visibility of beef in high population areas across the nation. Partner with groups to reach consumers in high population areas. Partner with Qualified State Beef Councils to reach consumers collaboratively.

2



Provide Beef Education to Consumers in North Dakota and Overseas

Partner with groups to provide foreign consumers information on beef. Facilitate a positive image of beef and beef production to international and domestic consumers. Engage and hold a strong presence on media platforms with a focus on: nutrition, preparation, enjoyment and selection. Provide science based research and information to consumers about beef and the beef industry and grow further trust from North Dakota consumers in the North Dakota Beef Commission

3



Enhance producer checkoff communications in North Dakota

Create/support a producer outreach group focusing on the checkoff's value to stakeholders and beef's role from birth to table. Find means and ways to communicate checkoff value efficiently and effectively. Promote best management practices in the beef industry for producer education and consumer trust.



COLLECTIONS & COMPLIANCE

$2.00 PER HEAD ASSESSMENT

ND STATE LAW N.D.C.C 4.1-03

FEDERAL AUTHORITY BEEF ACT & ORDER OF 1985

Auction markets, cattle buyers, and processing facilities will remit federal and state checkoff dollars directly to the North Dakota Beef Commission.

NDBC will record and monitor the collection of assessments following the guidelines provided in the Beef Act and Order of 1985 and North Dakota Century Code. NDBC compliance personnel will research public records for non-compliance and contact producers for Beef Checkoff funds owed.

PRODUCER → COLLECTION POINT → NORTH DAKOTA BEEF COMMISSION → NATIONAL & STATE PROGRAMS

NDBC HISTORY & BACKGROUND

Since 1954, North Dakota beef producers have worked together and supported using beef producer funds to promote beef to consumers. Through legislation, the North Dakota Beef Commission was created in 1973. The rate of the beef checkoff began at $0.10 per head, was increased to $0.25 per head during the 1981 legislative session, and then again to $0.50 per head in the 1983 legislative session. The national Beef Promotion and Research Act, part of the 1985 Farm Bill, created a national Beef Checkoff program at $1 per head. In 2015, North Dakota legislated an additional state Beef Checkoff of $1, for a total of $2 per head collected in state.

North Dakota is defined as a "beef surplus" state. On average, 80% of North Dakota consumers eat beef on a weekly basis, which is 20% higher than the national average. On average, 93% of beef produced in North Dakota is consumed outside the state.

1954
Producer promotion efforts begin

1973
North Dakota Beef Commission established

1985
National Beef Checkoff established

2015
State $1 assessment added

2026
Focused on beef demand tomorrow



1.8 MILLION+
CATTLE IN ND

2.4
CATTLE PER PERSON

915 MILLION LBS
BEEF MARKETED ANNUALLY

BOARD OF DIRECTORS

NORTH DAKOTA BEEF COMMISSION

The North Dakota Beef Commission is governed by a 9-member, governor-appointed board representing all sectors of the beef industry.



BRIAN AMUNDSON
CATTLE FEEDER



JOY PATTEN
BEEF PRODUCER



JESS NEHL
AT-LARGE



VAL WAGNER
AT-LARGE



DENISE ROHWEDER
DAIRY PRODUCER



LANE MARSHALL
AT-LARGE



AUSTIN HENDERSON
LIVESTOCK MARKETS



CARMEL MILLER
BEEF PRODUCER



SHAYE WANNER
BEEF PRODUCER



TRAVIS MADDOCK
EX-OFFICIO















Program Areas
OVERVIEW

The NDBC organizes its checkoff investments across four program areas, each designed to strengthen beef demand, build consumer and producer trust, and maximize the return on every producer dollar.



CONSUMER INFORMATION

Science-based health, education, and public relations programs that build consumer confidence in beef's nutrition, quality, and value.

31.4% OF BUDGET



PROMOTION

Targeted advertising, retail, and international efforts that drive beef demand at the national, state, and global level.

35.1% OF BUDGET



INDUSTRY INFORMATION

Industry relations and producer communications programs that strengthen beef production practices and connect producers to their checkoff investment.

9.3% OF BUDGET



RESEARCH

Investment in beef science and meat research infrastructure to advance the industry for future generations.

9.7% OF BUDGET

NATIONAL BRAND INVESTMENT - 14.5% OF BUDGET

CONSUMER INFORMATION



HEALTH | EDUCATION | PUBLIC RELATIONS

HEALTH

Science-based health, and nutrition outreach that builds consumer confidence in beef.

EDUCATION

Targeted Education initiatives that equip consumers with knowledge about beef and beef production

PUBLIC RELATIONS

Strategic communications that share beef's story and foster trust with consumers

The Consumer Information program area encompasses health and nutrition outreach, targeted education initiatives, and public relations efforts that connect consumers to beef's story. Programs in this area are designed to reach consumers where they are — in healthcare settings, classrooms, university campuses, and community events — with accurate, science-based information about beef's nutritional value, how to select quality products, and how to prepare them with confidence.

CONSUMER INFORMATION CATEGORY BUDGET: **$ 324,500**

CONSUMER INFORMATION – HEALTH



Connecting medical professionals with science-based beef nutrition resources and tools.

MEDICAL PROFESSIONAL CONFERENCE OUTREACH

TARGET AUDIENCE: Nurse practitioners, registered dietitians, and nutrition and health educators in North Dakota.

DESCRIPTION: NDBC will engage with medical professionals at their annual conferences through booth presence and speakers presenting research-based, beef-positive health and nutrition information. Targeted conferences include the North Dakota Nurse Practitioner Association (fall 2026) and the North Dakota Academy of Nutrition and Dietetics (spring 2027). These events provide an opportunity to distribute health toolkits made available through national Beef Checkoff programs and to equip medical influencers with accurate, science-based beef nutrition resources to share with their patients.

TACTICS: Conference booth presence, speaker sessions, health toolkit distribution, one-on-one engagement with health professionals.



Supporting student athletes through a natural conversation during sports physicals.

SPORTS PHYSICAL TOOLKIT

TARGET AUDIENCE: Medical professionals at rural health clinics; student athletes ages 14-18 in North Dakota.

DESCRIPTION: NDBC will develop a sports physical toolkit for distribution to rural health clinics across North Dakota. The toolkit will provide prompting questions and resources for medical professionals to use during student-athlete sports physicals, creating an organic engagement opportunity with youth to introduce beef's role in fueling and refueling athletic performance. This effort capitalizes on the growing national focus on protein, whole foods, and the MAHA movement, positioning beef as the premier choice for young athletes during a critical conversation that already takes place between providers and patients.

TACTICS: Toolkit development and printing, rural health clinic distribution, integration with sports nutrition messaging and the Powered by Beef brand.



Empowering consumers with knowledge to select, purchase and prepare beef with confidence.

BEEF MASTER CLASS

TARGET AUDIENCE: Adult consumers in North Dakota, reached through NDSU Extension Family and Community Wellness agents statewide.

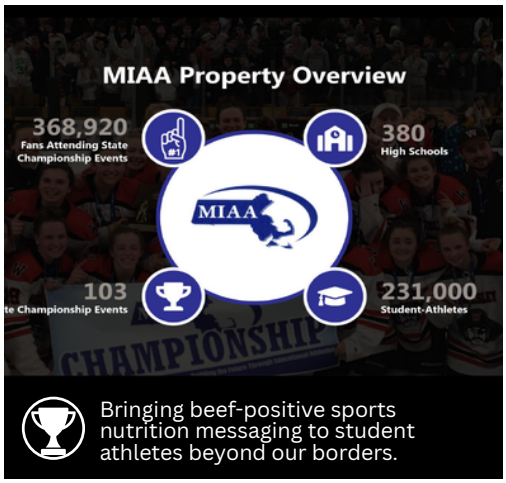
DESCRIPTION: A multi-module consumer educational curriculum for NDSU Extension FCW agents. The class covers beef nutrition, beef selection and purchasing, and beef preparation — equipping consumers with the knowledge to understand what they are buying, why it is a smart choice, and how to prepare it for the best eating experience. NDBC will host a train-the-trainer event to launch the master class and equip agents with everything needed to deliver it. Metrics will be collected through surveys to gather data on shopping habits, consumer attitudes, and behavioral change.

TACTICS: Curriculum development, facilitator guide and materials creation, train-the-trainer launch event, local delivery through FCW agents, consumer surveys and feedback collection.

WHY THIS MATTERS TO NORTH DAKOTA PRODUCERS

These programs build trust in beef through credible health information, reach key influencers, and create lifelong demand among today's youth and tomorrow's families.

CONSUMER INFORMATION – EDUCATION



Bringing beef-positive sports nutrition messaging to student athletes beyond our borders.

NORTHEAST BEEF EDUCATION

TARGET AUDIENCE: Student athletes in Massachusetts and New Hampshire participating in state high school tournaments.

DESCRIPTION: NDBC will partner with the Northeast Beef Promotion Initiative (NEBPI) to engage student athletes in Massachusetts and New Hampshire during state high school tournaments across various sports. These states represent high-population markets where people outnumber cattle 16 to 1. This partnership extends NDBC's reach beyond state borders, delivering a beef-positive sports nutrition message through the Powered by Beef brand in an environment where the audience is ready for performance nutrition conversations.

TACTICS: Engagement at state high school tournaments, social media reach, sports nutrition messaging in partnership with NEBPI.



Fueling performance and building beef loyalty with the next generation of athletes in North Dakota.

POWERED BY BEEF – PERFORMANCE THROUGH PROTEIN (IN-STATE)

TARGET AUDIENCE: Student athletes ages 13–23 at North Dakota high schools and universities.

DESCRIPTION: NDBC will continue its Powered by Beef, Performance Through Protein program targeting high school and collegiate athletes across North Dakota. Student athletes will receive sports nutrition education from registered dietitians and performance experts, anchoring beef at the center of the plate and reinforcing its role in fueling training and in-season performance. University and high school programs will receive direct engagement, building beef loyalty among a generation of consumers who are actively making food choices to support their athletic goals.

TACTICS: Dietitian presentations at universities and high schools, Powered by Beef branded education materials, and campus engagement.



Supporting classroom educators who teach students about beef from the kitchen to the carcass.

CTE MINI-GRANTS (FACS & AG EDUCATION)

TARGET AUDIENCE: High school students in Family and Consumer Sciences (FACS) and Agriculture Education programs across North Dakota.

DESCRIPTION: NDBC will offer mini-grants to FACS and Agriculture Education instructors who implement cooking and meat science curriculum in their classrooms. FACS grants support beef cooking curriculum — including recipes and preparation methods — that build practical kitchen skills and reinforce beef as a go-to protein. Agriculture Education grants support meat science curriculum that helps students better understand the beef carcass, cuts, and the products that come from the animal.

TACTICS: Grant application and review process, curriculum support and resources, grant awards to qualifying instructors, follow-up reporting from recipients.

EDUCATING TODAY.
INFORMING TOMORROW.

These programs empower students, educators, and influencers with trusted, science-based beef information that builds lifelong understanding and confidence in beef.

CONSUMER INFORMATION – PUBLIC RELATIONS



Honoring those who serve and connecting them to the ranchers who raise the beef they enjoy.

MILITARY APPRECIATION DAY

TARGET AUDIENCE: Active military service members and their families; consumers from across the country stationed in North Dakota.

DESCRIPTION: NDBC will engage with and honor active military service members at the North Dakota State Fair in partnership with the North Dakota Stockmen's Association and the North Dakota CattleWomen. Connecting the ranch to the base, giving service members and their families an opportunity to better understand where beef comes from and the people raising the high-quality product they enjoy. The ND CattleWomen will engage families with hands-on beef education activities.

TACTICS: Event presence, social media engagement, educational engagement, partnership activation with NDSA and ND CattleWomen.



Bringing beef and sports fans together where the energy is high and connections are real.

TAILGATE TOUR

TARGET AUDIENCE: University sports fans and students at North Dakota colleges and universities; parents of student athletes.

DESCRIPTION: NDBC will meet consumers where they are through direct, in-person engagement at tailgating events across the state. NDBC will participate in 7 tailgating events at 5 different universities, activating the Powered by Beef brand to reinforce the connection between beef and athletic performance. These events provide face-to-face opportunities to engage fans, answer questions, and educate attendees about beef's nutritional value, versatility, and preparation — all in a high-energy, community environment that already celebrates competition and performance.

TACTICS: 7 tailgate events across 5 universities, one-on-one consumer engagement and education using the Powered by Beef brand.



A statewide celebration of beef, our producers, and the start of grilling season.

MAY IS BEEF MONTH

TARGET AUDIENCE: North Dakota consumers, healthcare professionals, youth, and community members statewide.

DESCRIPTION: May is Beef Month is an umbrella program that brings together consumers, influencers, and community partners to celebrate beef producers and kick off grilling season. Activities are selected annually based on emerging opportunities and priority audiences, and may include promotional events, influencer engagement, educational programming, and recognition of the producers who raise the high-quality beef North Dakotans enjoy. The month-long program creates a statewide moment of visibility for beef and the North Dakota beef industry.

TACTICS: Annual activity selection based on priority audiences and opportunities; may include events, influencer partnerships, media outreach, and community engagement.

SHARING OUR STORY.
BUILDING LASTING CONNECTIONS.

Through authentic engagement and meaningful partnerships, we build trust in beef and strengthen the connection between consumers and the ranchers who produce it.

PROMOTION



ADVERTISING | RETAIL | INTERNATIONAL

The Promotion program area encompasses paid advertising, retail marketing, and international promotion efforts designed to drive beef demand at the national, state, and global level.

ADVERTISING

Strategic advertising campaigns that build awareness and drive demand for beef.

RETAIL

Programs and partnerships that support retailers and inspire beef purchases at the point of sale.

INTERNATIONAL

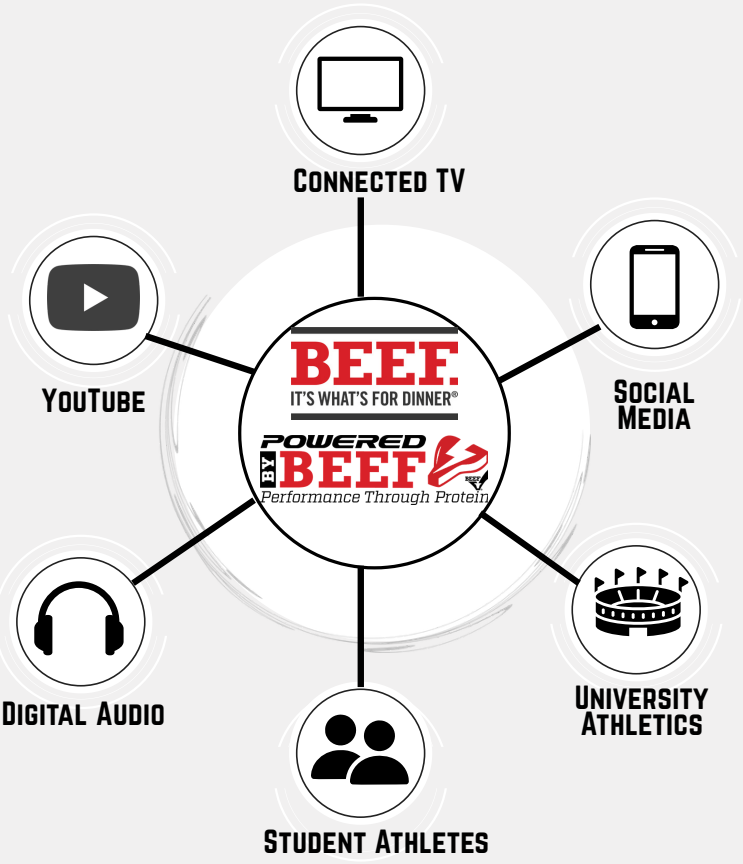
Global promotional efforts that expand beef's reach and strengthen international market demand.

Through strategic partnerships and targeted marketing campaigns NDBC extends the reach of producer Beef Checkoff dollars far beyond North Dakota's borders - reflecting the reality that 93% of North Dakota beef production is consumed outside the state.

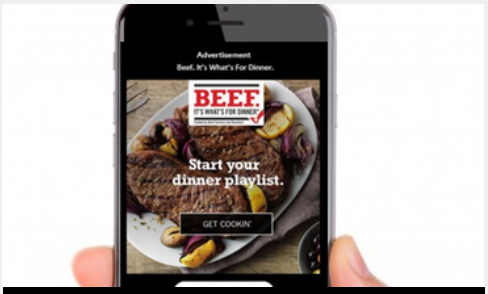
PROMOTION CATEGORY BUDGET: $ 362,600

PROMOTION – ADVERTISING

Advertising has evolved with the way consumers consume media. Today's digital platforms allow NDBC to target audiences based on demographics, interests and behaviors – placing beef messages in front of the consumers most likely to be influenced. This precision helps producer checkoff dollars work as efficiently and effectively as possible.



OUR GOAL: Deliver the right message, to the right audience, in the right place - driving beef demand and building long-term loyalty.



NATIONAL ADVERTISING

TARGET AUDIENCE: Beef consumers nationally, with emphasis on high-population markets outside North Dakota.

DESCRIPTION: NDBC will participate in national advertising campaigns through the "Beef. It's What's For Dinner." brand on digital platforms, partnering with the Federation of State Beef Councils.

TACTICS: Digital advertising through Federation pooled campaigns, on multiple platforms, utilizing and activating a consumer recognized brand and targeted consumer placements.

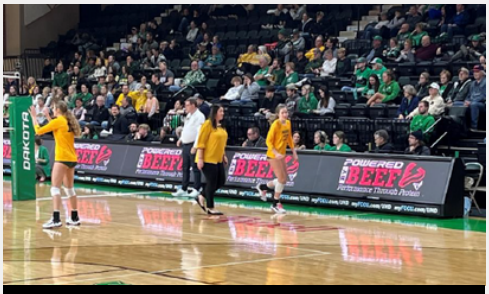


STATE ADVERTISING

TARGET AUDIENCE: Student athletes, parents of student athletes, and sports fans in North Dakota ages 13-30.

DESCRIPTION: NDBC will run a statewide advertising campaign featuring collegiate athletes under NIL (Name, Image, and Likeness) contracts, delivering a beef-positive sports nutrition message through the Powered By Beef brand.

TACTICS: NIL athlete partnerships, connected TV advertising, YouTube pre-roll and video ads, digital audio platform placement.



COLLEGIATE ACTIVATIONS

TARGET AUDIENCE: University sports fans, students, and athletic program stakeholders at North Dakota colleges and universities.

DESCRIPTION: NDBC will market beef to North Dakota sports fans and university communities through marketing opportunities and on-campus activations under the Powered By Beef Brand.

TACTICS: In-venue signage and branding, training facility activations, game-day presence, social media branded videos and campus partnership development.

EXTENDING OUR REACH. INCREASING BEEF DEMAND.

Through strategic advertising and targeted engagement, NDBC invests in programs that maximize producer Beef Checkoff dollars and grow beef demand where it matters most.

PROMOTION – RETAIL & INTERNATIONAL

RETAIL



TARGET AUDIENCE: Beef consumers outside North Dakota, shopping at national grocery retailers with digital platforms.

DESCRIPTION: NDBC will reach consumers through advertising on retail store platforms and apps, targeting shoppers outside of North Dakota at their point of purchase. This is NDBC's only advertising investment that provides direct beef sales data, measuring incremental beef sales and return on investment per advertising dollar spent through click-through and purchase tracking. This makes retail advertising a uniquely accountable investment within the promotion portfolio.

TACTICS: Retail platform and app advertising placements, targeted geographic deployment outside North Dakota, sales and ROI tracking.

MEASURABLE. ACCOUNTABLE. IMPACTFUL.

- **INCREMENTAL BEEF SALES LIFT**
- **ROI PER AD DOLLAR SPENT**
- **CLICK-THROUGH & PURCHASE CONVERSION RATES**
- **TARGETED OUTSIDE NORTH DAKOTA**

WHY RETAIL ADVERTISING MATTERS

Reaching consumers at the point of purchase where decisions are made and measuring results in real time to drive beef demand and maximize Checkoff investments.

SEE THE AD → SHOP → BUY BEEF

INTERNATIONAL



TARGET AUDIENCE: Global beef consumers in high-opportunity global markets, with emphasis on Asia and Latin America.

DESCRIPTION: NDBC will partner with the U.S. Meat Export Federation to extend the reach of North Dakota beef producer dollars to international markets. USMEF will activate promotional opportunities with importers who distribute U.S. beef, engaging international consumers through tasting events, cooking demonstrations and retail and food service sales opportunities. This investment supports the broader goal of growing global demand for U.S. beef in markets where consumption opportunity is high.

TACTICS: USMEF-led international consumer tasting events, cooking demonstrations, retail and foodservice promotional activations, importer partnership engagement.

NORTH DAKOTA BEEF. GLOBAL REACH. GROWING DEMAND.



- **CONSUMER ENGAGEMENT**
- **COOKING DEMONSTRATIONS**
- **RETAIL & FOODSERVICE PROMOTIONS**
- **IMPORTER PARTNERSHIPS**

EXTENDING NORTH DAKOTA BEEF BEYOND OUR BORDERS

93% of North Dakota beef production is consumed outside the state – driving demand where the opportunity is greatest.

80+ COUNTRIES

U.S. beef is promoted in more than 80 countries.

$9.3B US BEEF EXPORT VALUE

Global demand for U.S. beef continues to grow, creating value for producers.

MORE DEMAND. MORE VALUE.

Investing internationally strengthens the market for North Dakota beef.

INDUSTRY INFORMATION



INDUSTRY RELATIONS | PRODUCER COMMUNICATIONS

The Industry Information program area supports the beef production community through two distinct but connected efforts: building industry relationships that strengthen beef quality and production standards, and communicating checkoff investments back to the producers who fund them. Together, these programs ensure that North Dakota's beef industry is both well-equipped to produce a high-quality product and well-informed about how their checkoff dollars are working on their behalf.

INDUSTRY RELATIONS

Building relationships and partnerships that strengthen beef quality, production standards, and the long-term success of the industry.

PRODUCER COMMUNICATIONS

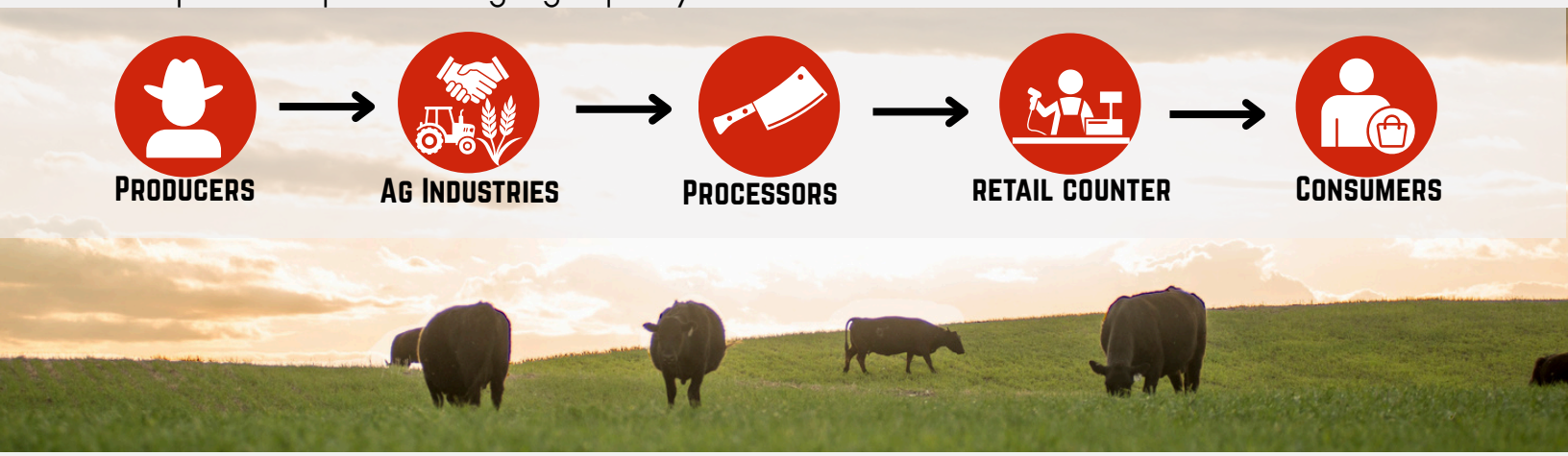
Providing transparency and accountability by communicating Checkoff investments and results back to the producers who make it possible.

A strong industry is built on strong relationships and open communication. These programs connect producers, strengthen our standards, and ensure producer dollars are invested wisely and transparently.

INDUSTRY INFORMATION CATEGORY BUDGET: $ 96,500

INDUSTRY INFORMATION – INDUSTRY RELATIONS

NDBC strengthens the beef industry by investing in the people and partnerships that bring high-quality beef to consumers.





ND MEAT PROCESSORS

TARGET AUDIENCE: Statewide meat processors and butchers.

DESCRIPTION: NDBC will partner with the North Dakota Association of Meat Processors to engage local shops and help drive beef demand across retail counters statewide, celebrating the skill and craftsmanship in a competitive event. Strengthening the relationship between the checkoff and the processing community who play a critical role in connecting with the consumer.

TACTICS: Host The Best Butcher contest in North Dakota.



BEEF QUALITY ASSURANCE

TARGET AUDIENCE: North Dakota Beef producers.

DESCRIPTION: NDBC will continue its partnership with NDSU Extension to deliver Beef Quality Assurance training statewide. This ongoing program educates producers on best practices for raising high-quality, safe beef products for consumers. This helps fulfill the beef industry's commitment to consumers by demonstrating best practices are used to raise safe, high quality beef and build trust in the product they purchase.

TACTICS: BQA training events through NDSU Extension programming.



COMMODITY & AG INDUSTRY PARTNERSHIPS

TARGET AUDIENCE: Ag Industry organizations, commodity groups and ag business stakeholders in North Dakota.

DESCRIPTION: NDBC will engage with groups to share efforts in raising high-quality beef products and to communicate how the Checkoff is promoting beef on behalf of producers.

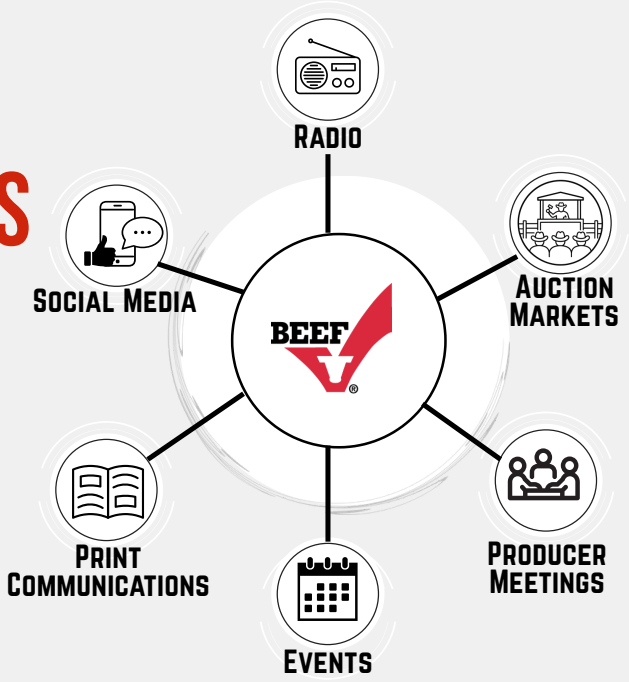
TACTICS: Partnership meetings and collaborative events, shared communications and messaging, cross-industry engagement opportunities.

STRONG RELATIONSHIPS. STRONGER DEMAND.

When we invest in our industry, we invest in the future of beef - and the producers who make it possible.

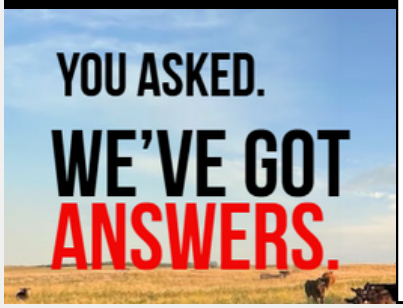
INDUSTRY INFORMATION – PRODUCER COMMUNICATIONS

Producer Communications is a priority program area for NDBC in 2026-2027 fiscal year. We are committed to proactive, transparent communication about how Checkoff investments are being utilized and the return they generate for North Dakota beef producers.



TRANSPARENCY. ACCOUNTABILITY. TRUST.

CHECKOFF OUTREACH



TARGET AUDIENCE: All North Dakota beef producers and collection points investing in the state and federal Beef Checkoff.

DESCRIPTION: NDBC will engage with producer stakeholders to share checkoff investment activity in a transparent, accessible way – relaying the benefits and return on investment that producer dollars generate. The goal is to build and maintain producer trust in a program that is funded by – and directly affects – their industry.

TACTICS: One-on-one producer meetings, social media content, radio placements, print communications, annual report, engagement at auction markets and collection points, producer meeting presence.

YOUTH INDUSTRY EDUCATION



TARGET AUDIENCE: Youth actively engaged in beef production through the North Dakota Stockmen's Association Tomorrow's Top Hands program.

DESCRIPTION: NDBC will partner with the North Dakota Stockmen's Association to educate the next generation of beef producers about the Beef Checkoff through the Tomorrow's Top Hands program. These young producers are actively involved in the beef industry and, in many cases, are already contributing to the checkoff. Equipping them with an early understanding of how the checkoff works and the value it provides builds a foundation of informed, engaged producers for the future.

TACTICS: Educational presentations and materials through Tomorrow's Top Hands programming, checkoff value messaging, partnership activation with NDSA.

BEEF INDUSTRY SIGNING DAY



TARGET AUDIENCE: FFA members pursuing careers in the beef industry.

DESCRIPTION: NDBC will celebrate the next generation of beef producers through FFA Beef Signing Day, an event that recognizes students committing to the beef industry as a career path. Participating students will be engaged in checkoff-funded educational advocacy programs, meat science curriculum, and Beef Quality Assurance training to prepare them for a future in beef production. Students will sign a letter of intent to be part of the beef industry in adulthood – creating a meaningful moment of commitment and recognition that connects young producers to their industry and to the checkoff that will support their work.

TACTICS: FFA Beef Signing Day event coordination, checkoff education integration, BQA training component, meat science curriculum, recognition ceremony.

INFORMED PRODUCERS.
STRONGER CHECKOFF.
STRONGER INDUSTRY.

When producers know how their dollars are working and see the return the investments generate, we build trust, strengthen our industry, and continue to drive demand for beef.

RESEARCH

THE SCIENCE BEHIND A STRONGER BEEF INDUSTRY.

Beef Checkoff research provides the science behind the information used to build consumer confidence and promote beef. Research can help answer questions about beef's role in a healthy diet, improved product quality and the eating experience, strengthen beef safety, and provide credible information to address consumer questions and concerns.



NDSU PELTIER COMPLEX

NDBC will fulfill the final year of its committed investment of state Beef Checkoff dollars in the NDSU Peltier Complex, supporting state-of-the-art facilities for beef research and meat science education.

Research successes and findings will be communicated to producer stakeholders and, when appropriate, used to support consumer education and beef promotion.

WHAT RESEARCH CAN DO

- Nutrition: Provide science - based evidence of beef's role in a healthy diet across all life stages.
- Product Quality: Improve tenderness, flavor, and consistency to enhance the eating experience.
- Safety: Strengthen food safety from the ranch to the dinner plate.
- Consumer Insights: Understand consumer perceptions, behaviors, and needs.
- Sustainability: Support responsible cattle production and environmental stewardship.

SCIENCE BUILDS TRUST. TRUST BUILDS DEMAND.

Healthier Choices
Research reinforces beef's role in a balanced, healthy diet.

Better Eating Experience
Science improves tenderness, flavor, and overall quality.

Safe and Trusted
Research supports the highest standards of food safety.

Answering Questions
Science helps address consumer questions with credible facts.

Stronger Future
Research drives innovation for a sustainable beef industry.

Producer Beef Checkoff Dollars invested in research today help build consumer confidence and a stronger beef industry tomorrow.

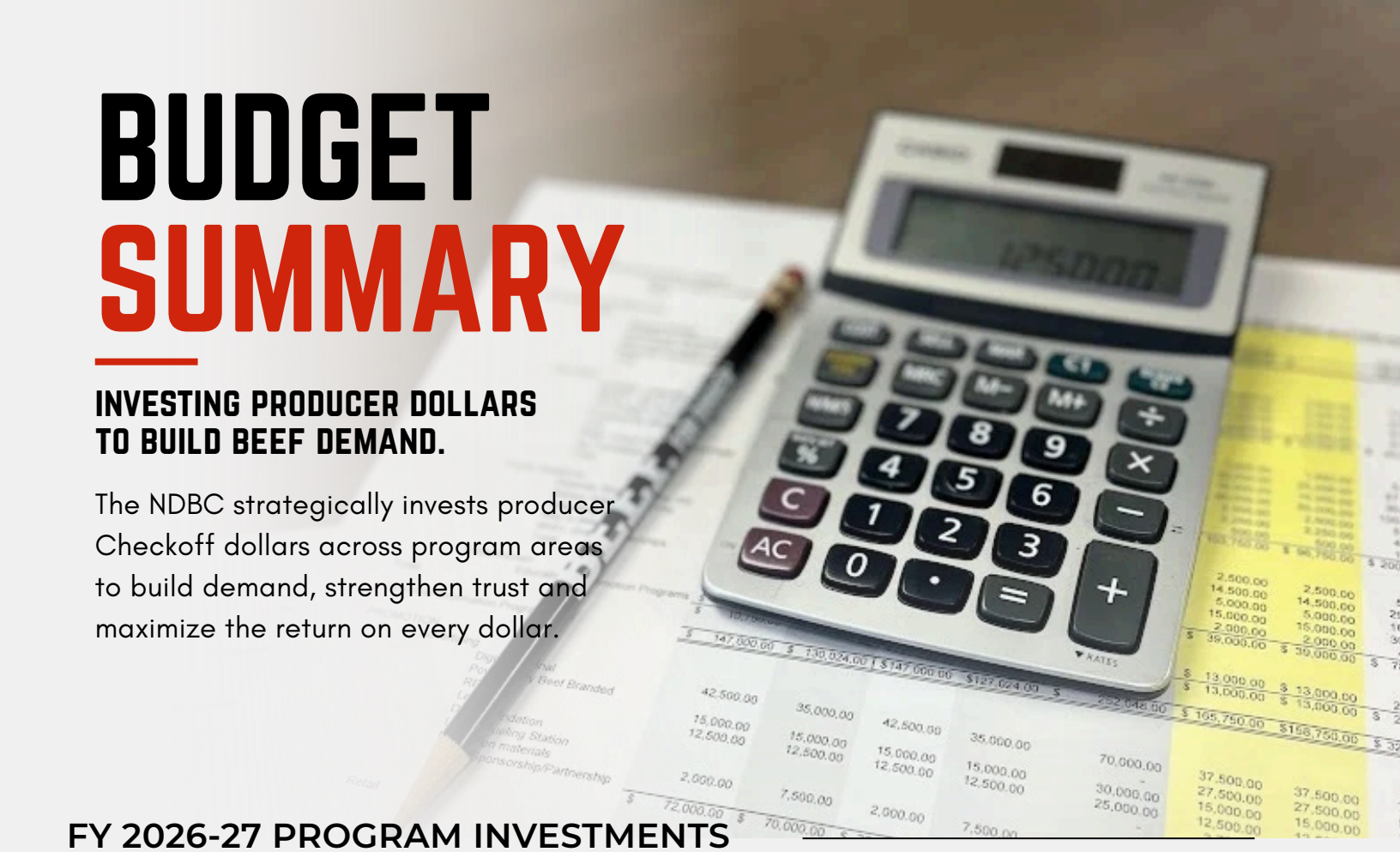
OUTPUT & OUTCOMES



The following key performance indicators represent the measurable outcomes NDBC uses to evaluate program effectiveness and ensure Checkoff investments are delivering results for North Dakota Beef Producers.

PROGRAM	OUTPUT TARGET	KEY PERFORMANCE INDICATOR
Medical Conference Outreach	2 conferences - NDAPA/NDNPA	70% of attendees report increased confidence discussing beef nutrition with patients
Sports Physical Toolkit	50+ rural health clinics	Toolkit distribution confirmed; provider awareness measured via follow-up
Beef Master Class	10+ FCW agents trained; 20+ local sessions	Pre/post surveys show increased knowledge of beef nutrition, selection, and preparation
NEBPI Partnership	2+ tournament events	Estimated consumer impressions; post-event engagement data from NEBPI
Powered by Beef (In-State)	1,000+ student athletes reached	75% of participants report using beef for fueling and recovery
CTE Mini-Grants	40–50 grants awarded	100% of grant recipients implement qualifying beef curriculum
Living Ag Classroom	4,000+ 4th grade students	90% of participating students demonstrate increased awareness of beef production
Tailgating	7 events / 5 universities	90% positive consumer perception; estimated impressions per event
May is Beef Month	Statewide Engagement with 5 different consumer groups	Reach and engagement metrics by activity; media impressions
National Digital Advertising	National campaign participation	Impressions, engagement, and reach reported through Federation
NIL Collegiate Advertising	Statewide digital, targeted advertising	Impressions, video views, digital engagement metrics
Retail Advertising	National campaigns	Incremental beef sales lift; ROI per ad dollar spent
International Promotion	International Markets	Sales volume and promotional reach reported through USMEF
BQA Certification	Statewide producers	Number of producers certified
Best Butcher Contest	Statewide processors/NDAMP	Number of participants; processor engagement
Producer Communications	Producer Investors/Collection Points	Number of touchpoints; producer meeting attendance; media reach
Tomorrow's Top Hands	Youth producers	Number of youth reached; checkoff awareness assessed
FFA Signing Day	FFA members in-state	Number of students participating; curriculum completion

BUDGET SUMMARY



INVESTING PRODUCER DOLLARS TO BUILD BEEF DEMAND.

The NDBC strategically invests producer Checkoff dollars across program areas to build demand, strengthen trust and maximize the return on every dollar.

FY 2026-27 PROGRAM INVESTMENTS

NATIONAL BRAND INVESTMENT

National brand support through the Federation of State Beef Councils.

$150,000

BEEF. IT'S WHAT'S FOR DINNER®

CONSUMER INFORMATION

Health
Education
Public Relations

$324,500

PROMOTION

Advertising
Retail
International

$362,600

INDUSTRY INFORMATION

Industry Relations

Producer Communications

$96,500

RESEARCH

Product Quality

Beef Nutrition

$100,000

TOTAL PROGRAM INVESTMENT $1,033,600

OUR COMMITMENT
ACCOUNTABILITY.



Compliance & Messaging

Federal Compliance

Programs comply with the Beef Promotion and Research Act and USDA requirements.

State Compliance

NDBC operates within North Dakota Century Code governing the state Beef Checkoff.

No Lobbying

Beef Checkoff dollars are not used for lobbying or influencing political activity.

Checkoff Messaging

Checkoff attribution and applicable brand standards followed in program communications.

NORTH DAKOTA BEEF COMMISSION

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Bismarck, ND 58503

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