

Governor Burgum Declares “May is Beef Month” in North Dakota

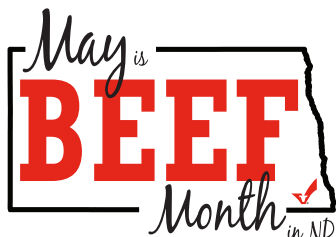
By Elizabeth Schiedermayer for the North Dakota Beef Commission



May is Beef Month

For the first time in state history, Governor Burgum has proclaimed “**May is Beef Month**” in North Dakota. The North Dakota Beef Commission (NDBC) proudly requested and supports this proclamation, recognizing the beef industry’s vital contribution to North Dakota’s economy and beef’s role in providing essential nutrients to consumers. With North Dakota producing more than 822 million pounds of beef annually, and contributing annual cash receipts from beef cattle sales totaling \$2.575 billion, this month recognizes the dedication of North Dakota’s beef producers to raising high-quality, wholesome, and nutritious beef that feeds the world. It also gives the beef industry an opportunity to highlight the contribution beef producers across the state make in May and every day. Beef

producers take care of the land and utilize acres not suitable for crop production by harvesting the grass through cattle to produce one of the most premium proteins possible.



Increasing Consumer Awareness

“Recognizing May as Beef Month is not only important in promoting beef as a product, but it also lets people know how proud the producers are to raise beef. They want consumers to recognize the care and effort put into the production and quality of beef, and recognize its high nutritional value,” says NDBC board member Matt Lachenmeier.

Lachenmeier represents livestock markets across the state on the NDBC board. He is the marketing manager for Kist Livestock in Mandan. He has a strong livestock background, growing up on a livestock operation in the state. He continues to work with his children to instill the value and importance of raising quality beef for the American consumer. He says Beef Month is important to beef producers, consumers, and the beef industry as a whole.



Matt Lachenmeier,
NDBC Board
Member

Recognizing May as Beef Month is also a great way for producers and consumers to launch into the summer grilling season, Lachenmeier notes. “I think every month is an important month to recognize beef, but May, in particular, is important because it’s when the grilling season starts,” he says. “Seeing Beef Month promotions will remind consumers to have beef for their next gathering or start trying new beef recipes. It will raise awareness and increase demand for beef as summer begins.”

Promotional Activities

During May Beef Month, a variety of promotions and activities are taking place to celebrate. Cash Wise Food stores in Watford City, Bismarck, and Fargo are holding May Beef Month beef promotions to supply consumers with summer grilling ingredients, and the NDBC is posting content filled with grilling tips and recipes on social media daily. In addition, the North Dakota CattleWomen are hosting a virtual 5k run/walk and consumers can also participate in a North Dakota State University Extension Instant Pot virtual cooking class to learn new ways to enjoy beef.

For additional information on May Beef Month activities, visit ndbeef.org.

The mission of the North Dakota Beef Commission is to enhance consumer demand for beef, increase consumer awareness of beef and strengthen consumer trust in the beef industry. An important component of succeeding at this mission is promoting the nutritional value of beef and educating nutrition influencers, consumers, and producers about beef’s role in a healthy diet and lifestyle.