

NORTH DAKOTA BEEF COMMISSION

ANNUAL REPORT

2023



Funded by Beef Farmers and Ranchers

Greetings from the NDBC!

2023 saw many changes at the North Dakota Beef Commission. In June, we welcomed Nicole Wardner as our executive director; two new directors in Val Wagner and Denise Rohweder; and new collections and compliance specialist Leann Rosencrans.



Fred Helbling
Chairman, NDBC

It is an exciting time to be in the beef business, with all-time highs in the cattle market. Demand for our product is strong and beef continues to be the protein of choice.

We continue to invest in youth with state Checkoff dollars. Powered by Beef is a big program focusing on beef for student athletes across the state and promoting beef in school lunches. Beef in the early years stresses the importance of beef in infants' diets starting at 6 months of age.

Exports continue to be strong with new markets developing around the world. In North Dakota, we produce more than we consume, therefore promoting beef in export markets remains a strategic priority for the board.

In addition to promotion in the state, the North Dakota Beef Commission continues to concentrate efforts in high-population areas of the country. Rest assured, Beef Commission directors are very diligent about using your checkoff investment carefully and responsibility to get the most positive results we can.

In closing, I would like to thank Lilah Krebs and Mark Voll, who completed their terms of dedicated service to the beef industry.

As always, remember: Beef! It's What's For Dinner!



NORTH DAKOTA BEEF COMMISSION

Combined statement of revenues,
expenditures and changes in fund balances
JULY 1, 2022 – JUNE 30, 2023

Revenue:

Checkoff Assessments	\$2,046,013
Less Remittance to States of Origin.....	\$(9,530)
Less Remittance to Cattlemen's Beef Board	\$(508,750)
Less Refunds	\$(140,699)
Net Assessment Revenues.....	\$1,387,034
Other Revenue – Interest & Receipts	\$13,820
Total Revenues	\$1,400,853

Expenditures:

International Promotion:	\$112,100
Promotion:.....	\$231,690
Industry Information.....	\$73,744
Research	\$128,001
Consumer Information	\$304,199
National Program Development.....	\$152,632
Administration/Operations	\$515,735
Total Expenditures.....	\$1,518,102

Revenues over (under) expenses	\$(117,249)
Fund Balance, July 1, 2022	\$728,134
Fund Balance, June 30, 2023	\$610,885

MEAT EXPORT FEDERATION



- Exports of U.S. beef reached 1.08 million mt from January-October of 2023.
- Through the partnership with MEF, NDBC funds were used to amplify retail promotions in major chains in Japan including Costco.
 - Introduced a summer campaign introducing Japanese consumers to U.S. Cattle ranchers and beef producers through 22 30-second clips filmed in the United States.
 - Produced campaign geared towards end-line users through the “American Beef Ambassador” program. This program includes 50 social media influencers, key opinion leaders and cooking instructors to reach approximately 1,000,000 people through each dish they shared on social media platforms.



HEALTH & EDUCATION



- Powered by beef (Amy Goodson)
 - Presented to athletes at 5 North Dakota Universities reaching over 500 student athletes and over 100 coaches.
 - Presented on a well-rounded nutrition, including beef as the protein of choice.
- Beef Mini grants
 - Awarded to 23 Ag Education and 39 Family and Consumer Science projects across North Dakota schools.
 - FACS grants support beef selection, storage, preparation and nutrition foods lessons in North Dakota schools.
 - Ag Education grants support meat science and meat fabrication lessons/curriculum in North Dakota schools.

DOMESTIC MARKETING



- NDBC invested in a Midwest Digital Marketing Campaign spanning over 12 states including North Dakota.
 - The campaign occurred from June 6, 2023 – August 30, 2023 and ads were viewed 4,068,489 times.
 - Geared to reach people in the more urban and populated areas within the Midwest.
- Local TV – traditional in west, streaming in east
 - Features “Powered By Beef” 30-second ads with 300,000 impressions
 - Monthly Facebook posts with videos and recipe links
 - Core digital ads with 600,000 impressions
 - Monthly TV segments on North Dakota Today





STATE MARKETING



- Using CTV, audio and native advertising, NDBC invested funds into four regional digital campaigns between June 2 and August 30 covering states in the Southeast, Western, Midwest and the Top 5 most populous states.
- Strategy of each campaign is to adapt the best-performing tactics from national campaigns and from past Regional State Beef Council campaigns.
- Campaign reach in each region
 - Southeast – 7,205,902
 - Top 5 – 6,040,974
 - Western – 11,983,089
 - Midwest – 4,068,389



PROMOTIONS



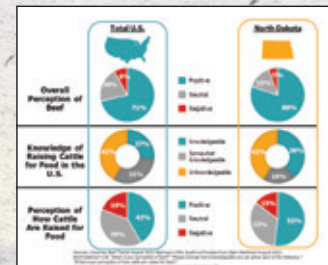
- Tailgating
 - The Beef Commission tailgated at three NDSU home games in September, sharing beef samples and information on Powered by Beef. It's What's For Dinner. It also tailgated for the first time in Grand Forks prior to the UND/ NDSU game in October, giving away smashburgers and a BIWFD cooler.
- Beef Month
 - NDBC promoted May 2023 as “Beef Month” in North Dakota following the governor’s declaration. Beef Month activities:
 - Best Beef Burger Contest
 - Partnering with Bismarck Larks to kick off the baseball and grilling season during Flock Fest
 - Junior Beef Readers Club
 - Partnership with Department of Public Instruction supplying promo kits to feature beef meals in May in public school lunches
 - Celebrated Nurses Appreciation Week by fueling rural clinics in the form of beef sticks, jerky, etc., recipes and beef nutrition information
 - Partnered with 12 grocery stores offering beef samples and recipes
 - Hosted the 3rd annual virtual 5-K with the North Dakota Cattlewomen



RESEARCH



- Consumer research dashboard
 - Research funded by the Beef Checkoff found that North Dakota consumers have positive feelings toward beef that are similar to or slightly more positive than the national response, especially when it comes to family enjoyment. Taste and value were the biggest factors for choosing a protein.
 - Surprisingly, 42% of North Dakotans identified as unknowledgeable in raising cattle for food, the same number as found throughout the U.S., but 56% of North Dakotans are aware of the Beef. It's What's For Dinner campaign.
 - Not surprisingly, beef affordability is top of mind for North Dakotans (67%). State residents also share animal welfare is a top concern. However, they are much less concerned about climate change (32%) and greenhouse gases (19%) than the average U.S. consumer.



**Meet Your Commissioners,
National Representatives and Staff**



FRED HELBLING
Chair
Beef Producer
Mandan



JASON ZAHN
Vice Chair
Beef Producer
Towner



JESS NEHL
Secretary/Treasurer
Beef Producer At-Large
Bismarck



BRIAN AMUNDSON
Cattle Feeder
Jamestown



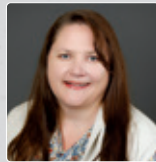
SHARON KICKERTZ-GERBIG
Cattle Producer At-Large
Amidon



DENISE ROHWEDER
Dairy Producer
Wishek



MATT LACHENMEIER
Livestock Markets
Mandan



VAL WAGNER
Producer At-Large
Monango



JOY PATTEN
Cattle Producer
Arnegard



CLARK PRICE
Ex officio, Past Chairman
Cattle Feeder, Hensler



TRAVIS MADDOCK
Ex officio
Beef Promotion Operating
Committee, Maddock



NICOLE WARDNER
Executive Director



WENDY MASSET
Office Manager



LEANN ROSECRANS
Collection and
Compliance Officer

Strategic Priorities

- **Mission** – Serve North Dakota beef producers through enhancing beef demand by strengthening consumer trust and exceeding consumer expectations.
- **Grow consumer trust in beef's place on the plate**
 - Invest in building future beef consumers through influencer outreach, education and youth programming. Collaborate with partners to share the health benefits of beef in the diet during all stages of life.
- **Promote beef's multiple advantages**
 - Implement marketing campaigns to communicate beef's benefits. Engage with consumers where they are seeking information. Reaching consumers through advertising, influencers and educational programs.
- **Increase consumer confidence in beef and beef production**
 - Telling the positive story of beef cattle's role in the environment along with the work and dedication of the producers who raise them.
- **Sharing the beef checkoff's content in action**
 - Communicating Beef Checkoff programs and results to producer investors. Capitalize on beef industry outreach opportunities, producer education through social media and website programming.

**FEDERATION OF STATE BEEF COUNCILS
NATIONAL DIRECTORS**

Fred Helbling
Jason Zahn
Jess Nehl
Brian Amundson

**FEDERATION OF STATE BEEF COUNCILS
EXECUTIVE COMMITTEE**

Clark Price, Chair

**BEEF PROMOTION
OPERATING COMMITTEE**

Clark Price
Travis Maddock



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