

Pitching In To Help Others



By Rhiannon Wenzel for the North Dakota Beef Commission



Daisy Sparrow, "Powered by Beef" Athlete from Bismarck State College, about to throw the opening pitch at the Heartland Holy Cows game on Aug. 8, 2024.



Frozen ground beef distributed with recipes at mobile food pantry in mid November 2024 thanks to Great Plains Food Bank.



Heartland Holy Cows Game

In honor of North Dakota's farmers and ranchers, the North Woods Collegiate summer league team, the Bismarck Larks, rebranded themselves the "Heartland Holy Cows" for a special game on August 8, in partnership with the North Dakota Beef Commission.



Players and coaches sported custom hats and jerseys, which were later auctioned to purchase ground beef for the Great Plains Food Bank. This event raised over \$1,300; positively impacting over 75 North Dakota families with frozen ground beef!



Supporting Local Families

NDBC's commitment to serving communities extended beyond fundraising, as its board of directors participated in a volunteer food-packing event at the food bank. Together, they packed more than 22,000 pounds of canned goods in just 90 minutes, demonstrating their hands-on support for local families facing food insecurity.

"Over 75 families will have beef for dinner because of this partnership, and countless more will be impacted by our volunteer efforts. We're proud to work together to ensure beef is accessible for families in need. We were also very excited to include a few ground beef recipes in with the beef distribution," said Rhi Wenzel, NDBC Communications Specialist.