

NORTH DAKOTA BEEF COMMISSION

ANNUAL REPORT

2024



Funded in part by
Beef Farmers and Ranchers



Greetings FROM THE NDBC!

Dear Fellow Producers,

As Chairman of the North Dakota Beef Commission (NDBC), I'm proud to report another year of advancing our mission to build demand for beef and highlight the value of the Beef Checkoff program. Your investment drives efforts that promote beef locally and globally, delivering meaningful results for our industry.

This year, we renewed our focus on maximizing the return on every checkoff dollar through strategic investments. By highlighting U.S. beef's exceptional quality and sustainability, we're ensuring it remains the premier protein worldwide. Innovative practices allow producers to deliver **more beef per animal** while maintaining the highest standards of care.

In North Dakota, we're engaging the next generation of beef consumers through partnerships with schools and community initiatives, inspiring a lifelong appreciation for beef. Globally, our collaborations with export markets strengthen demand and create new opportunities for producers.

Looking ahead, we remain committed to driving demand, showcasing sustainable practices, and preparing future consumers to value beef as a key part of a healthy diet. Thank you for trusting the Beef Checkoff. Together, we're securing a stronger future for the beef industry.

Sincerely,

Jason Zahu

Chairman
North Dakota Beef Commission

NORTH DAKOTA BEEF COMMISSION

Combined statement of revenues, expenditures
and changes in fund balances.

REVENUE

Checkoff Assessments	\$2,424,765
Less Remittance to States of Origin	\$(23,817)
Less Remittance to Cattlemen's Beef Board	\$(597,378)
Less Refunds	\$(132,133)
Net Assessment Revenues	\$1,671,438
Other Revenue - Interest & Receipts	\$15,153
Total Revenues	\$1,686,592

EXPENDITURES

International Promotion	\$117,781
Promotion	\$200,012
Industry Information	\$41,045
Research	\$200,300
Consumer Information	\$287,477
National Program Development	\$179,002
Administration/Operations	\$453,254
Total Expenditures	\$1,686,592

Revenues Over (Under) Expenses	\$207,731
Fund Balance, July 1, 2023	\$610,886
Fund Balance, June 30, 2024	\$818,617

POWERED BY BEEF

“Powered by Beef” is a cornerstone program of the North Dakota Beef Commission (NDBC). Designed to educate students, coaches, and parents on the essential role beef plays in sports nutrition and athletic performance. The program equips student athletes with practical, easy-to-apply nutritional strategies that support their strength, endurance, and overall health.

Through partnerships with schools and sports teams across North Dakota, including the Bismarck Larks, Bismarck Bobcats, NDSU Bison, UND Fighting Hawks, DSU Blue Hawks, UMary Marauders, BSC Mystics, and UJ Jimmies, “Powered by Beef” reaches a vast audience! These collaborations ensure athletes receive tailored, evidence-based information on incorporating beef into their diets for optimal results.

Another key component of “Powered by Beef” is access to reliable beef nutrition education. Amy Goodson, RD and founder of Sports Nutrition Game Plan, uses her education and expertise to advocate for healthy nutrition habits, of which **beef is the protein of choice!** Goodson spoke to collegiate athletes, coaches and health care professionals on behalf of NDBC, promoting beef’s vital role in sports nutrition. Over 40 Sports Nutrition Game Plan x Powered by Beef fliers are now available for download on our website, ndbeef.org.

As a foundational initiative, “Powered by Beef” reinforces the NDBC’s commitment to promoting beef as a valuable, nutrient-dense food.



REFUELING STATIONS AREN'T JUST FOR AUTOMOBILES ANYMORE.

The North Dakota Beef Commission proudly supports Dickinson State University’s (DSU) Blue Hawk athletes through the “Powered by Beef” program.

Grant funds were provided to DSU for the purchase of beef product. DSU then partnered with a local producer to provide fresh beef sticks in its new Refueling Station in the Ben C. Frank Human Performance Center.

Conveniently located near the campus weight room, this unique setup ensures the Blue Hawks have access to high-quality protein when they need it most. “Powered by Beef” signage and fueling schedules were placed around the weight room, reinforcing beef’s role in an athlete’s diet.

Nicole Wardner, Executive Director for the NDBC, emphasized the broader

impact of this partnership: “Through support of private and public entities, this checkoff grant will have **eight times** the impact it could alone. Programs like this provide significant returns to North Dakota’s beef producers.” Over 180 athletes could visit the Refueling Station each day, gaining a nutritional edge with beef!



DOMESTIC MARKETING

The North Dakota Beef Commission (NDBC) works to strengthen beef demand by sharing North Dakota’s story on a national scale. With the state producing over 13 times the amount of beef consumed locally, participating in national media campaigns is a strategic priority.

This year, NDBC contributed to a digital media campaign targeting the five most populous states, regions critical to boosting overall beef demand. Running from June 10 to August 31, the campaign achieved **over 2.9M impressions**, reinforcing consumer trust in beef and enhancing demand nationwide.

IN-STATE MARKETING

In North Dakota, NDBC partners with local sports teams to promote the “Powered by Beef” message to sport fans statewide. These partnerships include the Bismarck Larks, Minot Honeybees, Bismarck Bobcats, UND Fighting Hawks, and NDSU Bison. By aligning with teams that hold strong community ties, we connect with a diverse and engaged audience, showcasing beef as the protein of choice for athletes, families, and fans alike. These collaborations allow us to champion the nutritional and performance benefits of beef in a way that is truly unique to North Dakota.

BEEF. IT'S WHAT'S FOR TAILGATING.



This fall, the North Dakota Beef Commission enjoyed a vibrant tailgating season, participating in over seven events throughout the fall. Each tailgate brought the opportunity to share the “Powered by Beef” message, providing fans with valuable sports nutrition information, “Beef. It’s What’s for Dinner.” recipes, and delicious beef samples.

NDBC created memorable moments as tailgaters enjoyed beef samples while supporting their teams. Tailgates were held at NDSU, UND, DSU and UMary football games, engaging more than **5,500 fans** across the state!

This year, several NDBC Directors attended, engaging directly with consumers and sharing their knowledge of beef production. These interactions

deepen the connection between the commission and local consumers, while emphasizing the role of beef in nutrition and North Dakota’s heritage.

The tailgating program is a crucial outreach effort, strengthening ties with the community while showcasing beef as an essential part of sports celebrations and a cornerstone of a balanced diet.

BEEF PROMOTION

Promoting beef remains the core of our mission. Through educational campaigns, media outreach, and local partnerships, NDBC continues to share the story of beef’s unmatched quality, flavor, and nutritional value. From refueling stations, beef mini-grants, sharing beef

recipes and sports nutrition information, our efforts ensure beef stays top-of-mind for consumers. These initiatives underscore our commitment to building strong connections between beef producers and consumers, ensuring beef remains on plates across the nation.

NDBC PARTNERSHIPS



Collaborations with key organizations amplify the impact of NDBC’s initiatives. Our partnership with the North Dakota Cattlewomen brings beef-focused education and activities to youth across the state, fostering a deeper understanding of the industry’s significance.

Additionally, NDBC and the North Dakota Stockmen’s Association (NDCA) co-host two impactful events: Military

Appreciation, where over 14,000 military families are served a beef dinner during the North Dakota State Fair, and Tomorrow’s Top Hands, an event dedicated to shaping the next generation of beef industry leaders. These partnerships solidify NDBC’s role as a leader in advocacy and outreach. Other partnerships include Beef Quality Assurance (BQA) and the Great Plains Food Bank.

USMEF LEADERSHIP TRIP



The North Dakota Beef Commission partners with the U.S. Meat Export Federation (USMEF) by investing Beef Checkoff dollars in international beef promotions to educate and encourage consumers to purchase U.S. beef.

In May, NDBC Director Jess Nehl traveled to South Korea and Japan to witness firsthand how North Dakota beef producers’ checkoff dollars are used through USMEF initiatives. Promotional and educational events were held to help drive demand for U.S. beef.

Nehl shared this from his overseas trip:

*"South Korean consumers now eat more pounds of meat annually than rice. Shoppers in a Korean Costco store were lined up around the store to sample U.S. beef. The Beef Checkoff logo is very noticeable and prominent in signage and packaging. South Koreans often purchase their beef online. In a 1-hour live stream, over \$27,000.00 USD in U.S. beef was sold to around 1,600 South Korean viewers. U.S. beef is heavily penetrated in the Korean market and the U.S. remains the top supplier of beef to Korea, accounting for close to a third of Korean consumption. It's nice to see our dollars from North Dakota making a difference so far away from home. **That's what the Beef Checkoff is all about.**"*

BOARD OF DIRECTORS



Jason Zahn
Chair
Beef Producer
Towner, ND



Joy Patten
Vice Chair
Beef Producer
Arnegaard, ND



Jess Nehl
Secretary/Treasurer
Beef Producer At-Large
Mandan, ND



Brian Amundson
Director
Cattle Feeder
Jamestown, ND



Denise Rohweder
Director
Dairy Producer
Wishek, ND



Val Wagner
Director
Beef Producer At-Large
Arnegaard, ND



Lane Marshall
Director
Beef Producer At-Large
Towner, ND



Austin Henderson
Director
Feeder/Market Owner
Mandan, ND



Carmel Miller
Director
Beef Producer
Carson, ND



Fred Helbling
Ex Officio
Mandan, ND



Travis Maddock
Ex Officio
Maddock, ND

STAFF



Nicole Wardner
Executive Director



Wendy Masset
Office Manager



Rhiannon Wenzel
Communications Specialist



Don Winter
Collections and Compliance Specialist

NATIONAL REPRESENTATIVES

FEDERATION OF STATE BEEF COUNCILS NATIONAL DIRECTORS:

Jason Zahn, Joy Patten and Jess Nehl

BEEF PROMOTION OPERATING COMMITTEE: Travis Maddock

STRATEGIC PRIORITIES

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.

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 products and beef production to international and domestic consumers. Engage and hold a strong presence on media platforms with a focus on beef nutrition, preparation, selection and enjoyment. Provide scientific based research information to consumers about beef and the beef industry to grow consumer trust in the North Dakota Beef Commission.

Enhance Producer Checkoff Communications in North Dakota

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



**North Dakota
Beef Commission**

4023 State Street
Bismarck, ND 58503

Call us at:
(701)-328-5120

Email us at:
ndbeef@ndbeef.org

Visit us online at:
ndbeef.org