

NORTH DAKOTA BEEF COMMISSION

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BEEF MESSAGING CONNECTS WITH FOOTBALL FANS

Beef promotion efforts were in full swing this fall as the North Dakota Beef Commission (NDBC) participated in tailgating activities at Thunder Alley prior to North Dakota State football games in Fargo. The NDBC was present at all six home games on the NDSU campus. More than 3,600 people were served beef samples of recipes they could recreate at home. Recipes included shredded beef sliders, teriyaki beef satay, smash burgers, smoked brisket, Tony Romo's tri-tip street tacos and Wrangler's beef chili. While Bison nation was the largest population of Thunder Alley, a positive beef message was delivered to football fans from Iowa, North Carolina, Ohio, South Dakota, Illinois and North Dakota.

This year, a new "Farm to Gym" interactive fan activity station was introduced to the tailgating area to show consumers how to live a healthy lifestyle and fuel up with beef. Exercises included feed sack carry, dodge the bull, fence stretch and tailgate step-up. This activity also highlighted the Powered By Beef sports nutrition program. After completing an exercise, participants were eligible to win a *Beef. It's What's For Dinner.* cooler.

The tailgating campaign was part of a larger beef promotion that included digital advertising and region-wide television and radio advertising. These tailgating efforts are only possible with the partnership efforts of Carnivore Catering, NDSU Meat Lab and NDSU Meat Science staff. ■



INTERACTIVE NUTRITION INFLUENCER EVENT PROMOTES BEEF

When asked by the Bismarck-Mandan Academy of Nutrition and Dietetics if there was anything new going on with beef, NDBC staff jumped into action. Fourteen registered dietitians spent an evening in the kitchen with North Dakota Beef Commission (NDBC) Executive Director Nancy Jo Bateman, learning as much about beef as possible. Attendees created their own dinner of lean ground beef, learned the latest on beef nutrition, cookery and cut selection, and discussed flavors and foods that pair well with beef. The 14

dietitians not only heard about what beef producers have done to improve beef over the years but also got to taste new beef value cuts. They were amazed by what they learned and how they could use the information with their clients and were also looking forward to putting their new-found information and recipe ideas into action. Dietitians in attendance collectively educate thousands of people throughout the year about nutrition and food choices in local hospitals, public health agencies, Indian Health Services and other businesses. ■



NDBC LEADERS ANNOUNCE RETIREMENT

Two longstanding, dedicated, hard-working individuals at the North Dakota Beef Commission (NDBC) have retired. After 38 years at the NDBC and 41 years total serving the beef industry, Executive Director Nancy Jo Bateman has retired. After 36 years at the NDBC, Office Manager and head behind-the-scenes Director Joan Hoovestol has retired.

"These two ladies were with the national Checkoff from the start. Their knowledge and dedication to beef promotion, research and education will be missed," said NDBC Chairman Mark Voll. ■

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BEEF PRODUCERS LEARN THE INS AND OUTS OF THE BEEF CHECKOFF

The North Dakota Beef Commission (NDBC) educated and interacted with producers about the Beef Checkoff program in the state. Last fall, two producer meetings were held in south-central North Dakota. Producers learned more about the national and state Checkoff

programs. The basics of the program included the Act and Order, what the Checkoff program can and cannot do, and the producers that lead and decide both the state and national program directions.

Producers also were informed about how the NDBC drives demand for beef using promotional campaigns, advertising tactics and educational programs to consumers. The NDBC states uses the strategic planning guidelines set forth by the NDBC board annually to plan how Checkoff dollars will be invested to drive demand for beef.

With full transparency a priority, Chairman Mark Voll shared with producers where Checkoff dollars are being spent. He discussed investing Checkoff dollars within the state of North Dakota and the importance of investing in national programs to reach consumers on a national scale. Each meeting ended with an open discussion where producers asked questions about the Checkoff program to gain a better understanding of how the program benefits the beef industry and impacts consumer demand. ■

STOCKMANSHIP AND STEWARDSHIP LIVE EVENT COMES TO NORTH DAKOTA



North Dakota beef producers learned firsthand from two of the world's leading experts in cattle handling. The Checkoff-funded North Dakota Beef Quality Assurance Program hosted a live, low-stress cattle handling workshop in September. More than 75 beef producers from college age to the most experienced cattlemen lined up to listen to Curt Pate and Ron Gill teach about ways and means to move, sort and work cattle efficiently and effectively. While the focus of this event was on cattle, the benefit of implementing the learned practices has been proven to reduce stress on humans handling cattle.

While most comfortable in the saddle, Pate and Gill demonstrated ways to move and sort cattle on foot, horseback and with ATVs. This BQA training highlighted real-world scenarios and situations, including moving cattle in open space, moving cattle into a corral, sorting cattle into pens and loading cattle into a chute. The bud box system was demonstrated as an effective way to move cattle into an alleyway.

One attendee commented to BQA Coordinator Lisa Pederson, "We have always fought to get cattle to work through our corral system. After the Stockmanship

program, we set it up differently and added a bud box. The cattle flowed through better. It was lower stress on the cattle and us and we worked twice the number of cattle in half the time. For the first time in a long time, my wife enjoyed working cattle with me!"

Attendees also learned from a leading expert on Beef Quality Assurance, Jerry Yates, who discussed reasons for implementing practices. As Pate and Gill demonstrated, BQA practices are important not only for your operation but also for the consumer. Research shows consumers tie the term "sustainability" to animal well-being. Consumers are also putting an emphasis on animal welfare when making their selections at the grocery store. In addition, Checkoff-funded research shows consumers who are informed about BQA practices and certifications improved their positive perception of beef production by 26 points. Research also indicates North Dakota consumers have almost a 20 percent higher positive perception of North Dakota beef production practices than the average American consumer.

The North Dakota BQA Program is highlighting the many ways beef and the beef industry is having positive effects on the daily lives of consumers and producers. ■



POWERED BY BEEF REACHES HIGH SCHOOL STUDENTS

The North Dakota Beef Commission (NDBC) contracts with registered dietitian Bridget Bullinger, who has been speaking to high school students about the benefits of beef in an athlete's diet. Through the Powered By Beef: Performance through Protein program, Bullinger has helped teams understand the power of nutrition and the benefits of beef. The sports nutrition program is in its second year as a pilot program. ■

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