

NORTH DAKOTA BEEF COMMISSION

4023 State Street, Bismarck, ND 58503 ■ 701-328-5120 ■ ndbeef@ndbeef.org ■ ndbeef.org

BEEF RESEARCH FINDINGS

Consumers in North Dakota really enjoy eating beef. Eighty-five percent say they eat beef weekly or more, and their average consumption is much higher than the national scale. Most consumers, 72 percent, are unlikely to change their consumption habits, but some plan on increasing it. They may be motivated to prepare or eat beef meals more often by having access to recipe ideas and cooking methods, along with information on beef's nutritional values and local cattle-raising operations.

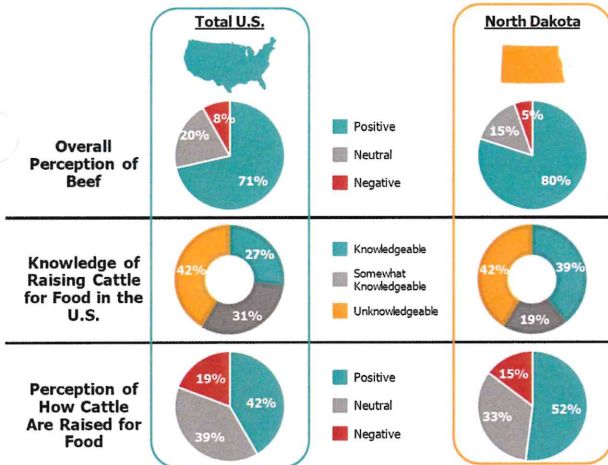
Research funded by the Beef Checkoff found that North Dakota consumers have positive feelings towards beef that are

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 percent of North Dakotans identified as unknowledgeable in raising cattle for food, the same number as found throughout the U.S., but 56 percent of North Dakotans are aware of the *Beef. It's What's For Dinner.* campaign.

Not surprisingly, 67 percent say beef affordability is top of mind, followed by animal welfare at 55 percent. However, 32 percent say they are much less concerned about climate change and greenhouse gases (19 percent) than the rest of the U.S.

North Dakota consumers already have positive feelings toward beef and love eating it, but it's essential to keep these consumers interested in beef and possibly increase their consumption. It is still important to continue educating consumers and increasing transparency on production practices even when more consumers are positive and claim to understand more about food. Acknowledging concerns about land use and conservation, farmer and rancher heritage and the economy may have a greater impact than environmental factors such as climate change and greenhouse gases. ■



Sources: Consumer Beef Tracker August 2023; National n=504, Qualtrics/PureSpectrum State Dashboard August 2023; North Dakotans=150. "What is your perception of beef?" Please indicate how knowledgeable you are about each of the following. "What is your perception of how cattle are raised for food?"
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

BIWFD Brand Awareness

Over half of North Dakota consumers are aware of Beef. It's What's For Dinner, which is significantly higher than nationally, and nearly 40% are aware of the North Dakota Beef Commission.



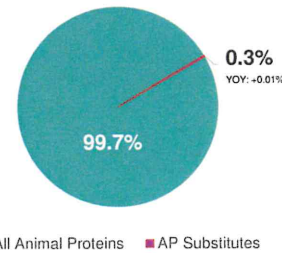
Sources: Consumer Beef Tracker August 2023; National n=504, Qualtrics/PureSpectrum State Dashboard August 2023; North Dakotans=150. "In recent months, which of the following have you read, seen, or heard about? Select all that apply."
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

ALTERNATIVE PROTEINS

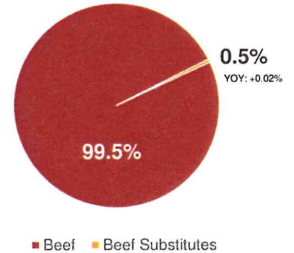
On behalf of The Beef Checkoff, the National Cattlemen's Beef Association analyzed results found in the Consumer Beef Tracker and found that a large majority of consumers eat beef or chicken at least once per week and those who eat meat alternatives at least once a week still eat other meat proteins, including beef. Among weekly meat alternative eaters, 72 percent still consume beef weekly.

A NielsenIQ survey recently concluded that fresh beef makes up 99.5 percent of the beef market, while .5 percent is made up of beef substitutes, described as chubs, ground or patties. ■

Animal Proteins vs. Substitutes



Beef vs. Beef Substitutes



Sources: IRI, Refrigerated/Frozen Meat Substitutes, 82 weeks ending 6/30/19; IRI/Freshlook, Total US MULO ending 9/26/19. Categorized by VMMeat System; Alternative Proteins at Foodservice Study, Technomic, October 2018; Usage and Volumetric Assessment of Beef in Foodservice, Technomic, December 2018

For more updates from the North Dakota Beef Commission, visit ndbeef.org or subscribe to *The Drive*.



BEEF. IT'S FOR TAILGATING.

When it comes to tailgating before the big game, beef is the reigning champion. A new survey from the National Cattlemen's Beef Association found that 73 percent of people prefer beef at a tailgate, and 69 percent say a tailgate is only complete with beef.

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.* (BIWFD). Also, the Beef Commission tailgated for the first time in Grand Forks prior to the UND/NDSU game in October, giving away smashburgers and a BIWFD cooler. ■



BOBCATS AND BIRDS ARE POWERED BY BEEF

Bismarck's Bobcats hockey team and Larks baseball team are powered by beef, as their warmup jerseys proclaim before each game.

The Larks of the collegiate Northwoods League wore the warmups at home and on the road during the 2023 season. The Bobcats of the Tier II North American Hockey League, many of which are committed to NCAA I hockey programs, will wear their warmups

throughout the 2023-24 season and the following season as part of a three-year agreement. The North Dakota Beef Commission is partnering with the Bobcats to spread the message of beef's role in sports nutrition. Each Bobcats player wears "ND Beef Producers" on their back instead of their name to represent the producers who invest in the Beef Checkoff.

Also participating in the Powered by Beef Sports Nutrition Program are the University of North Dakota, North Dakota State University, the University of Jamestown, the University of Mary and Bismarck State College. ■



For more updates from the North Dakota Beef Commission, visit ndbeef.org or subscribe to *The Drive*.

