

# NORTH DAKOTA BEEF COMMISSION

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## GOVERNOR PROCLAIMED MAY 'BEEF MONTH' IN NORTH DAKOTA



Governor Doug Burgum proclaimed May 2022 as 'Beef Month' in North Dakota and the North Dakota Beef Commission (NDBC) proudly supported the proclamation that recognized the state's beef industry for the benefits it provides to the state's economy and to the health of its citizens.

NDBC took part in a variety of activities throughout the month of May, including partnerships with North Dakota CattleWomen, select Cash Wise Foods, the Bismarck Larks and Fargo-Moorhead RedHawks baseball teams. It also hosted a social media campaign in search of North Dakota's best beef burger.



'Beef Month' recognized the hard work, dedication and care that beef producers put into their product and allowed the industry an opportunity to share the benefits and high nutritional value of quality beef with the consumers," said NDBC board member Matt Lachenmeier of Mandan.

North Dakota produces more than 794 million pounds of beef annually and contributes annual cash receipts from beef cattle sales totaling \$2.632 billion.

The NDBC, representing North Dakota beef producers, manages the state Beef Checkoff program that enhances beef demand by strengthening consumer trust and exceeding consumer expectations. This is accomplished through programs and activities in the areas of promotion, research and consumer information. For additional information on 'Beef Month' activities and the NDBC, visit [ndbeef.org/beef-month](http://ndbeef.org/beef-month). ■

## BEEF COMMISSION SELECTS BEST BURGER IN NORTH DAKOTA

The North Dakota Beef Commission (NDBC) celebrated May is 'Beef Month' with a hunt for the state's best beef burger. Finishline Burgers & Brew of Velva was announced as the winner of the second annual contest on June 1, following the conclusion of 'Beef Month.'

The 2022 North Dakota Best Beef Burger contest was open to restaurants and food trucks across the state. The public nominated their favorite places online and the top four vote-getters competed for the Best Beef Burger title via online vote. Finishline Burgers & Brew was selected over three other finalists: BarNGrill of

Buxton, Brick & Barley Bar and Grill of Grand Forks and Rusted Rail Bar and Grill of Underwood to capture the title for the second straight year.

NDBC Industry Relations Specialist Nicole Wardner said the contest began in 2021 to celebrate May is 'Beef Month' and support restaurants during COVID-19.

"We were proud to sponsor the Best Beef Burger contest," Wardner said. "Through hard work and dedication to consumers, North Dakota beef producers provide exceptional high-quality beef that consumers in our state love to eat it on a weekly basis. Burgers are a big part of that." ■



For more updates from the North Dakota Beef Commission, visit [ndbeef.org](http://ndbeef.org) or subscribe to *The Drive*.







## CATTLEWOMEN HOSTED 'BEEF MONTH' VIRTUAL 5K RACE

Throughout the month of May, real runners took part in the North Dakota CattleWomen's Be Beef Strong virtual 5K run as part of the 'Beef Month' celebration in North Dakota.

Downtowns or dirt roads, runners chose where and when to run, as long as they ran between May 1 and May 31. All proceeds from the run went to a donation of beef sticks for North Dakota high school athletes participating in the Powered By Beef

program, which educates student athletes on how to fuel their body with a nutrient-dense protein like beef.

Beef's nutritional value and high-quality protein play an important role in fueling active bodies. This event celebrates beef ranchers, support beef consumers, and share how beef helps fuel active bodies and healthy lifestyles in North Dakota. ■

## NDBC PROMOTION BEEFS UP BASEBALL GAMES THIS SUMMER



The North Dakota Beef Commission (NDBC) is partnering with the Bismarck Larks and the Fargo-Moorhead RedHawks to promote beef at the ballpark again this summer. Both teams will highlight beef in a variety of ways during games throughout the season.

The Bismarck Larks of the summer collegiate Northwoods League is a Powered By Beef team. Collegiate athletes will be fueled by beef all summer long, and the Larks will hold a Beefed-Up Home Run Derby on Saturdays.

The Fargo-Moorhead RedHawks minor league team will feature a Beef Batter of the Game at each home game. If that batter gets a hit, a section of the ballpark will win Beef Battle Bucks redeemable for bonus beef products with the purchase of beef. Radio commercials highlighting beef will also air during the RedHawks games.

"Beef products are the top grilling items nationwide and we want to help create demand for beef in North Dakota through these ballpark promotions," NDBC Executive Director Nancy Jo Bateman said. ■

## ATHLETES LEARN THE POWER OF BEEF

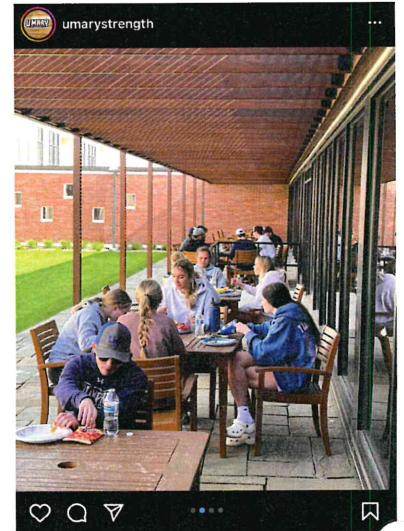
Beef already feeds the FCS national football champion Bison and other North Dakota State University athletes, and through the Powered by Beef: Performance Through Protein program, the Bison and other college and high school athletes in North Dakota discover the ways beef helps their performance on the field.

Through the Powered by Beef: Performance Through Protein program, the North Dakota Beef Commission and the Nebraska Beef Council are extolling the virtues of including high-protein beef in a regular diet.

"It's truly a performance protein," North Dakota Beef Commission Consumer Marketing and Industry Relations Specialist Nicole Wardner said. "Our goal is to provide student-athletes with practical and easy-to-use nutritional strategies they can implement in their daily lives."

Meanwhile, the University of Mary in Bismarck is introducing a Powered by Beef nutritional program to its athletes. The program uses a combination of education and readily available post-workout protein to help athletes recover faster.

High schools across the state also see the benefits of beef in the diet. NDBC funding provides grants to supply beef and presentations designed to help athletes reach their potential through a whole plate diet with beef as the premier protein. The program promotes healthy nutritional choices before and after competition. ■



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