

NORTH DAKOTA BEEF COMMISSION

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

GOVERNOR PROCLAIMED MAY 'BEEF MONTH' IN NORTH DAKOTA

Governor Doug Burgum proclaimed May “Beef Month” in North Dakota in recognition of the state’s beef industry and the benefits it provides to the state’s economy and to the health of its citizens. As part of the celebration, the North Dakota Beef Commission held several “Beef Month” activities designed to raise public awareness of the industry and its benefits to the overall health and well-being of consumers.

“Beef Month recognizes the hard work and dedication beef producers put into raising a high-quality product, the nutritional value of beef, and the protein consumers prefer,” said North Dakota Beef Commission Vice Chairman Jason Zahn.

Beef Month activities included the third annual Beef Burger Contest, Flock Fest with the Bismarck Larks Northwoods League baseball team, North Dakota CattleWomen’s virtual 5K, Junior Beef Readers challenge, school lunch promotions, Nurse Appreciation Week activities and a grocery store promotion. These events bring attention to the industry in a variety of entertaining ways.

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



OLD 281 TAVERN CROSSES THE FINISHLINE FIRST

Move over Finishline Burgers and Brews, there’s a new burger king in town. Minnewaukan’s Old 281 Tavern has officially unseated the two-time North Dakota Best Beef Burger contest winner from Velva.

The annual contest was part of the North Dakota Beef Commission’s May Beef Month celebration. The 2023 contest was open to restaurants and food trucks from around the state. Three times the number of nominations were received compared to previous years to nominate 45 establishments. Four finalists were chosen through nominations between April 24 and May 15, and voting was held May 19-28. Old 281 was declared the winner on May 29.

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

“North Dakotans love beef, and Checkoff dollars are driving consumers to find the best burgers in North Dakota,” NDBC Secretary/Treasurer Fred Helbling of Mandan said. “This is a win-win for small businesses and beef producers.” ■



AREA GROCERS TEAM UP TO PROMOTE MAY BEEF MONTH

The North Dakota Beef Commission (NDBC) and area grocers teamed up to promote the benefits of lean beef in a healthy diet. As part of the promotional effort, the NDBC provided beef samples to participating stores for distribution to consumers during the month of May. Twelve grocers across the state participated in the “Beef Month” promotion to promote beef during the kickoff to grilling season. ■



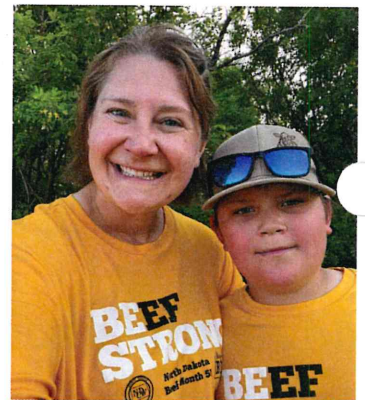
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CATTLEWOMEN HOST BEEF MONTH VIRTUAL 5K RACE

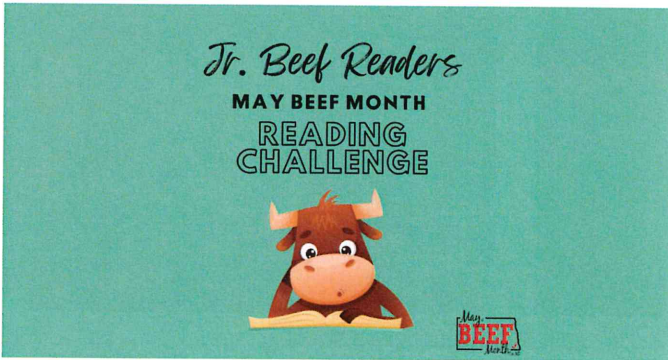
Throughout the month of May, runners took part in the North Dakota CattleWomen's Be Beef Strong virtual 5K run as part of the Beef Month celebration in North Dakota.

Runners took to downtown streets and dirt roads between May 1 and May 31 to raise awareness for the Powered By Beef Program by the North Dakota Beef Commission. This program partners with local schools and sports teams to purchase beef snacks to fuel student athletes with a nutrient-dense protein, like beef, after a hard workout or game. Beef's nutritional value and high-quality protein play an important role in fueling active bodies. ■



READ UP, EAT UP AS PART OF THE JR. BEEF READERS CLUB

The North Dakota Beef Commission invited kids from pre-kindergarten to sixth grade to participate in the Junior Beef Readers Club and Challenge in May. Signup began April 1, and youth were invited to read and document their progress throughout the month of May. Participants received beef swag when they submitted their completed logs. ■



THE DEPARTMENT OF PUBLIC INSTRUCTION TO PROMOTE BEEF IN SCHOOL LUNCHES

The North Dakota Beef Commission (NDBC) and the Department of Public Instruction (DPI) worked together to promote beef's role in a healthy diet in May. As part of the school lunch promotion, the NDBC and DPI provided promotional kits to food service professionals to highlight meals that featured beef. Seventy-three schools participated and shared their 'beefed up' lunches through social media. ■



NDBC PROMOTION 'BEEFS UP' BASEBALL GAMES THIS SUMMER

The North Dakota Beef Commission (NDBC) partnered with the Bismarck Larks to promote beef at the ballpark. The Bismarck Larks of the summer collegiate Northwoods League beefed up "Flock Fest" on May 26, during which community members came to the park to kick off the summer and baseball season. NDBC partnered with five local producers to provide an opportunity for North Dakota direct marketing producers to share their story. It also allowed consumers to connect with producers face-to-face to learn about the production of beef in North Dakota.

"Ballpark promotions assist the North Dakota Beef Commission in reminding consumers that beef fuels summer. Whether that is baseball games, backyard barbecues, or relaxing with family, beef has a place on their plate," NDBC Executive Director Nicole Wardner said.

The NDBC has partnered with baseball teams on summer promotions for many years and are proud to sponsor the team as a "Powered by Beef" team. ■



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