

WHO WE ARE

The North Dakota Beef Commission (NDBC) manages the federal and state Beef Checkoff programs to promote beef and educate consumers on its nutritional value. NDBC uses checkoff funds to **boost beef demand** locally, nationally, and internationally through targeted campaigns and educational initiatives.

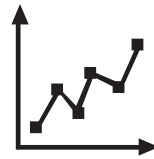
North Dakota Beef Commission cannot influence beef policy.



There are **two member organizations** that work on behalf of the North Dakota beef producer to influence beef policy:

- North Dakota Stockmen's Association
- Independent Beef Association of North Dakota

WHAT WE DO



PROMOTION & MARKETING

We run state, national and global campaigns to highlight beef's quality, flavor and nutritional benefits.



EDUCATION

We educate consumers on incorporating beef into a healthy diet, emphasizing its role in a balanced, nutritious lifestyle.



RESEARCH

NDBC funds research on beef safety, nutrition, but does not support cattle production research.

ABOUT THE BEEF CHECKOFF

RESEARCH SCOPE

Emphasis on consumer health trends, food safety, food sustainability and beef's nutritional profile.

FOCUS AREAS

Funds go toward advertising, public relations, education, research, and product development—never lobbying or government influence.

FLAT-RATE ASSESSMENT

The Checkoff is a flat \$2 fee per animal in North Dakota (\$1 federal, \$1 state), unlike value-based assessments for other commodities.

3 KEY FACTS

