



## **REPORT TO 2025 NORTH DAKOTA LEGISLATIVE ASSEMBLY SENATE AND HOUSE AGRICULTURE COMMITTEES**

### **BACKGROUND**

The North Dakota Beef Commission (NDBC) serves as the Qualified State Beef Council under federal law and is the responsible state agency under North Dakota Century Code for compliance, collection, and investment of the Beef Checkoff program. The North Dakota Beef Commission was established during the 1973 legislative session. In 1986, with the Beef Promotion and Research Act, the beef checkoff became a national program at the rate of \$1 per head. North Dakota added an additional \$1 per head state beef checkoff during the 2015 Legislative Session. Beef Checkoff assessments are due every time cattle change ownership. The state Beef Checkoff dollar can be refunded by producers.

### **LEADERSHIP**

The ND Beef Commission is directed by a group of nine beef producers. Appointed by the Governor, the directors represent different sectors of the industry. Three producers are nominated by the ND Stockmen's Association. One dairy producer nominated by ND Milk Producers Association. One director is nominated from the ND Livestock Marketing Association. One cattle feeder is nominated by the Feeder Council of the ND Stockmen's Association. The three remaining directors are appointed at-large. Directors can serve no more than two consecutive three-year terms. The Commission may also elect up to four non-voting ex officio members.

### **PURPOSE**

The mission of NDBC is to:

***“Enhance beef demand by strengthening consumer trust and exceeding consumer expectations.”***

The primary purposes of the Beef Checkoff are:

- **Promoting beef and beef products** through advertising, public relations, and consumer education campaigns. The program aims to increase demand for beef domestically and internationally.
- **Research** in areas such as beef safety, quality, and nutrition to ensure beef remains a competitive and trusted protein choice of consumers.
- **Consumer education** focuses on beef's role in a healthy, balanced diet. The checkoff also educates consumers on beef production practices so they are better informed when reading labels in retail settings.
- **Producer information** shares how stakeholder investments are impacting the products they raise, making sure consumers are reminded to choose beef.

### **PROGRAM OVERVIEW & HIGHLIGHTS**

The NDBC invests checkoff funds both in-state, nationally and globally. Directors set a strategic plan for North Dakota and follow the national Long-Range Beef Industry Plan.

### **STATE PROGRAM INVESTMENTS**

Over the past two years, the NDBC has made significant strides in promoting beef as a vital component of health, nutrition, and community enrichment. Through strategic investments in programs and partnerships, the NDBC has achieved measurable successes that benefit North Dakotans and highlight the value of beef in everyday life. This report outlines key accomplishments across several initiatives that demonstrate the impact of the Beef Checkoff Program at the state level.



### ***Powered By Beef: Fueling Athletes for Success***

The **Powered By Beef** program has focused on educating high school and collegiate athletes about the importance of nutrition and the role of beef in peak performance. By emphasizing the benefits of protein-rich diets, the program equips young athletes to make informed fueling choices that enhance their performance both on and off the field.

- **Key Accomplishment:** Establishing a fueling station at Dickinson State University. This project was made possible through Beef Checkoff investments and local partnerships. The fueling station provides athletes with easy access to high-quality beef snacks and educational resources, reinforcing the role of beef in supporting muscle recovery and energy.

This initiative not only supports athletic performance but also strengthens relationships with educational institutions, showcasing beef as a key contributor to health and wellness.

### ***Community Partnerships: Supporting Local Needs***

Through in-state partnerships, the NDBC has demonstrated a strong commitment to community well-being, particularly in addressing food insecurity and engaging local audiences.

- **Great Plains Food Bank Partnership:** NDBC's collaboration with the Bismarck Larks summer baseball team resulted in a unique campaign that combined marketing with philanthropy. The Larks rebranded as the Heartland Holy Cows for one night, celebrating North Dakota's beef producers and generating awareness about beef's role in nutrition. This campaign facilitated the donation of beef to the Great Plains Food Bank, providing high-quality protein to families in need.

This partnership exemplifies how creative campaigns can amplify the message of beef's value while giving back to the community.

### ***Celebrating May Beef Month: Engaging Diverse Audiences***

**May Beef Month** serves as a cornerstone of NDBC's efforts to celebrate beef producers and promote beef consumption across multiple demographics. By leveraging a variety of sub-programs, NDBC successfully engaged North Dakotans of all ages and interests:

1. **Best Burger Contest:**  
A statewide competition that recognizes and promotes local restaurants serving outstanding beef burgers. This program not only drives consumer traffic to participating establishments but also highlights the versatility and flavor of beef.
2. **Virtual 5K in Partnership with ND CattleWomen:**  
A fitness-focused initiative that encourages participants to run or walk a 5K while celebrating beef as a source of strength and endurance. This event connected with health-conscious individuals, linking beef to active lifestyles.
3. **Junior Beef Readers Challenge:**  
Designed for elementary-aged students, this program promotes literacy while educating young readers about the importance of beef and the role of farmers and ranchers. Participants are incentivized with engaging, kid-friendly giveaways, fostering early appreciation for agriculture.
4. **School Lunch Promotional Campaign:**  
Targeting school food service professionals, this campaign encourages the inclusion of beef on school menus during May. By providing resources, recipe ideas, and promotional support, the program helps ensure students enjoy nutritious, beef-centered meals.

These initiatives collectively underscore the versatility of beef and its relevance to consumers with diverse interests and needs.



## ***NATIONAL / INTERNATIONAL PROGRAM INVESTMENTS***

Over the past two years, the NDBC has strategically invested in national and global programs through the Beef Checkoff, achieving significant results that support the beef industry. This report outlines key successes from these investments, showcasing the impact of the "Beef. It's What's For Dinner" brand and global market development activities.

### ***E-Commerce Digital Advertising with Walmart***

NDBC in an E-Commerce campaign, utilizing Walmart's online platform to execute holiday-focused ads. This initiative highlighted beef as a premium choice for holiday meals, enabling consumers to browse and purchase beef cuts directly through the ads.

- **North Dakota-Specific Results:**
  - Digital Ad Impressions: **1,197,453**
  - Traceable ND Beef Sales: **\$768,405**
  - Return on Ad Spend: **\$76.84 for every \$1 invested**

This campaign demonstrates the effectiveness of targeted e-commerce strategies in connecting North Dakota beef producers with consumers across the country and achieving exceptional returns on investment.

### ***Digital Advertising in Key Markets***

For the past five years, NDBC has invested in digital advertising to reach consumers in key regions, including the Southeast U.S., Western states, and top five markets nationwide. In 2024, these efforts expanded to include connected TV (CTV) which includes streaming channels such as ESPN, Disney+, and NBC Peacock, alongside online and membership audio platforms like Pandora, iHeartRadio, and Spotify.

- **2024 Campaign Highlights:**
  - Coverage during the Paris Olympics and summer grilling season (Memorial Day through Labor Day)
  - Over **9 million views/listens**
  - Engagement Costs: **2 to 5 cents per view/listen**

This transition to CTV and streaming platforms has proven to be a cost-effective and impactful method for engaging modern consumers, outperforming traditional media like broadcast TV and radio.

### ***Market Development in South Korea, Taiwan, and South America***

NDBC's investment in global beef promotion focuses on high-potential markets, including South Korea, Taiwan, and South America. These efforts are executed in partnership with the U.S. Meat Export Federation (USMEF) and involve innovative campaigns to boost U.S. beef sales and awareness.

South Korea:

- **In-store Promotions:** Seasonal campaigns at retailers like Lotte Mart showcased U.S. beef with tastings, giveaways, and improved product displays. One March 2024 promotion resulted in a **3,037% sales increase**, selling over **148,300 lbs.** of U.S. beef.
- **Impact:** Enhanced consumer awareness of diverse beef cuts and increased post-promotion sales momentum.

Taiwan:

- **Targeted Events:** Campaigns like the "Sustainable U.S. Beef - Happy to Picnic With You" initiative at Vogue Picnic Day engaged young consumers (18-35 years old). Results included:
  - Over **480 servings of pan-fried beef sold on-site** (sold out)



- Media exposure through Vogue and other publications, reaching **144,000+ consumers** with nearly **20,000 social media engagements**.

South America:

- **Trade Engagement:** Activities like the "Meet Your Supplier" webinar connected U.S. beef exporters with South American importers, resulting in new purchasing agreements.
- **Espacio Food and Service:** This premier trade show in Chile fostered connections with over **25,000 attendees**, promoting U.S. beef through cooking demonstrations and networking events.

### ***International Trip Participation***

In 2024, NDBC Director Jess Nehl participated in an Asian beef promotion trip, gaining firsthand insights into consumer preferences and promotional strategies in South Korea and Japan. This experience included:

- Observing innovative advertising and purchasing trends.
- Engaging with local stakeholders to better understand regional demands for U.S. beef products.

The North Dakota Beef Commission's programs over the past two years have achieved notable successes in promoting beef as a nutritious, versatile, and essential part of daily life. Through initiatives like Powered By Beef, community partnerships, and May Beef Month activities, NDBC has reached athletes, families, educators, and community members, strengthening connections between beef producers and consumers.

At the same time, through national and global investments, NDBC has achieved significant milestones. Programs like digital advertising and international market promotions have strengthened consumer connections, expanded market opportunities, and showcased the premium quality of U.S. beef. These efforts highlight the strategic and impactful use of Beef Checkoff dollars to benefit North Dakota beef producers and the broader beef industry.

### ***MOVING INTO THE NEXT BIENNIUM***

The outlook for North Dakota beef producers remains positive. Higher cattle prices are being experienced, though cattle numbers remain low due to recent droughts and severe weather events. Despite these challenges, demand for beef continues to grow at the state, national, and global levels, with consumers valuing beef as a premium protein for its flavor and health benefits.

NDBC will focus on the following strategic priorities to further support beef producers and drive consumer demand:

- **Youth Programming in North Dakota:** Strengthening efforts to educate the next generation of beef consumers by fostering understanding of the journey from pasture to plate.
- **Global Marketing:** Expanding promotional programming to introduce U.S. beef to a growing global middle-class sector, ensuring North Dakota producers benefit from international market opportunities.
- **Producer Communications:** Enhancing transparency and engagement with producer investors to demonstrate the value and impact of Beef Checkoff programs.
- **National Programming:** Continuing to present a unified program that reaches urban consumers with a positive beef message, particularly in areas far removed from production agriculture.

By aligning with these strategic priorities, the North Dakota Beef Commission will build on its successes and ensure sustained growth and demand for beef in the next biennium.

If you have questions or concerns about the beef checkoff program, please feel free to contact: **ND Beef Commission 4023 State Street, Bismarck, ND 58503 701-328-5120 or email at [ndbeef@ndbeef.org](mailto:ndbeef@ndbeef.org)** And take time to visit our website at [www.ndbeef.org](http://www.ndbeef.org) for consumer and producer information on beef. For more detailed information on beef checkoff programs from the past two years, please visit the website using the link provided to committee members or contact the NDBC office for a printed copy.



NORTH DAKOTA BEEF COMMISSION  
Bismarck, North Dakota

**STATEMENT OF PROJECTED REVENUE AND EXPENDITURES**

For the Bienniums Ended June 30

**UNAUDITED**

Prepared by the North Dakota Beef Commission

	<u>24-25</u> <u>Biennium</u>	<u>26-27</u> <u>Biennium</u>
Beginning Balance	\$ 553,591	\$ 584,322
<b>REVENUE:</b>		
Gross Assessment Revenues	4,314,526	4,000,000
Less		
Assessments Remitted To other states	52,566	40,000
Assessment Revenues remitted to Cattlemen's Beef Board	1,074,652	1,000,000
State Refunds	<u>265,344</u>	<u>265,000</u>
Net Assessment Revenues	\$2,921,964	\$2,695,000
Other Revenue – Interest & Receipts	<u>31,102</u>	<u>43,000</u>
Total Revenues	<u>\$ 2,953,066</u>	<u>\$2,738,000</u>
<b>EXPENDITURES</b>		
Program Expenditures		
International	\$ 228,881	\$ 220,000
Promotion	350,012	300,000
Research	400,300	400,000
Consumer Information	592,447	500,000
Industry Information	88,797	90,000
National Program	308,517	300,000
Administration –	636,099	635,000
Salaries, Per Diem, Benefits		
Operations –	317,282	249,000
Rent, audit, compliance, office equipment, supplies, postage, printing, legal, board insurance, travel		
Total Expenditures	<u>\$ 2,922,335</u>	<u>\$ 2,694,000</u>
Excess of Revenues Over (Under) Expenditures	\$ 30,731	\$ 44,000
Ending Balance	\$ 584,322	\$ 628,322