

# North Dakota Beef Checkoff Information

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**NDBC Chair    NDBC Executive Director**  
**October 7, 2021**



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# ***Information Outline***

**1**

***Introductions***

**2**

***ND Beef  
Commission  
Board Make-up***

**3**

***Board  
Operations***

**4**

***Staff  
Operations***

**5**

***Checkoff  
Revenue***

**6**

***Checkoff  
Investments***

**7**

***Responsiveness***

**8**

***Recap***



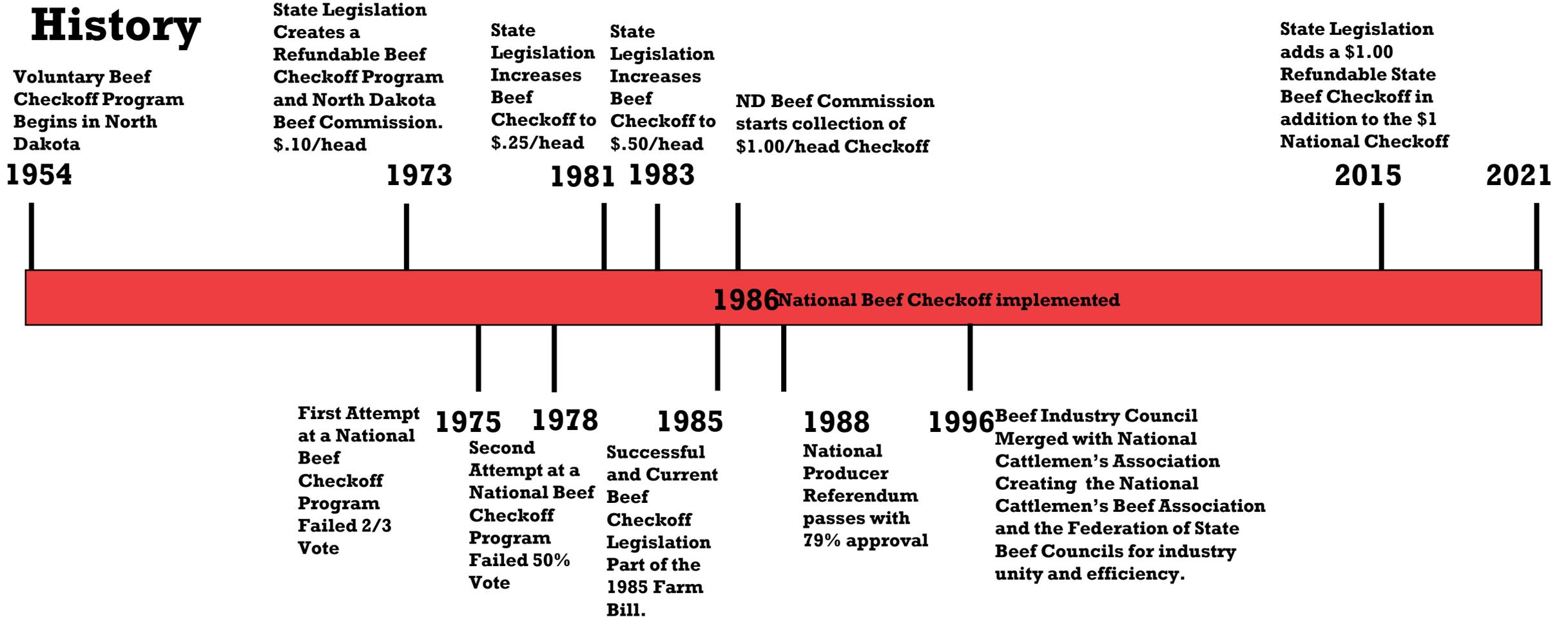
# ***North Dakota Beef Commission***

## ***Mission:***

***“Serve North Dakota cattle producers through enhancing beef demand by strengthening consumer trust and exceeding consumer expectations.”***

# Promotion • Research • Education

## North Dakota Checkoff History



## National Checkoff History



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# ***Board Make-up***



## **Commission Make-up**

- **Governor Appointed**
- **3 Beef Producers (NDSA)**
- **1 Cattle Feeder**
- **1 Dairy Producer**
- **1 Livestock Market Representative**
- **3 At-Large Representatives**
  
- **Limited to 2 Three-Year Terms**

## **Qualifying Director**

- **U.S. Citizen**
- **ND Resident**
- **Actively Engaged**
  - **Ownership Interest**
  - **Direct Control**
- **Engaged for 5 years**
- **Participating Producer**
  - **Not Refunded for 3 Years**

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**Current Beef Commission Directors**

- **Mark Voll – At-Large**
- **Gloria Payne – At-Large**
- **Fred Helbling – Beef Producer**
- **Weston Dvorak – Cattle Feeder**
- **Travis Maddock – Beef Producer**
- **Lilah Krebs – Dairy Producer**
- **Sharon Kickertz-Gerbig – At-Large**
- **Matt Lachenmeier – Livestock Market Rep**
- **Jason Zahn – Beef Producer**

# ***Promotion • Research • Education***

## **North Dakota Beef Commission Governance**

- **Annually Elected Executive Committee**

- **Chair**
- **Vice Chair**
- **Secretary/Treasurer**

- **Ex-Officio Directors**

- **Up to 4**
- **Non-Voting**
- **Board elections annually**
- **Representation at National Level**
- **Currently 2**

# ***Promotion • Research • Education***

## **National Representation**

- **Cattlemen's Beef Board**
- **Defined by 1985 Federal Beef Promotion and Research Act and Order**
- **Appointed by U.S. Secretary of Agriculture**
- **Based on State Cattle Numbers**
  - **North Dakota has 2 Representatives**
  
- **Mary Graner**
- **Ray Erbele**

# ***Beef Commission Operations***



## **Board Operations**

- **Represent the Beef Industry**
  - **Stakeholder Engagement**
- **Fiscal Responsibility**
- **Marketing plan**
- **Allocating Checkoff Dollars**
- **Hires Executive Director**

## **Staff Operations**

- **Collections**
- **Compliance**
- **Program Development**
- **Partnership**
- **Marketing Campaigns**
- **Producer Outreach**
- **Daily Management**
- **Accountability**
  - **Federal oversight**
    - **Cattlemen's Beef Board & USDA**
  - **State Oversight**
    - **ND Governor**
    - **ND Attorney General**
    - **ND Treasurer**
    - **ND Auditor**
    - **Office of Management and Budget**



***Beef Checkoff  
Revenue and Investments***

## **Beef Checkoff Revenue**

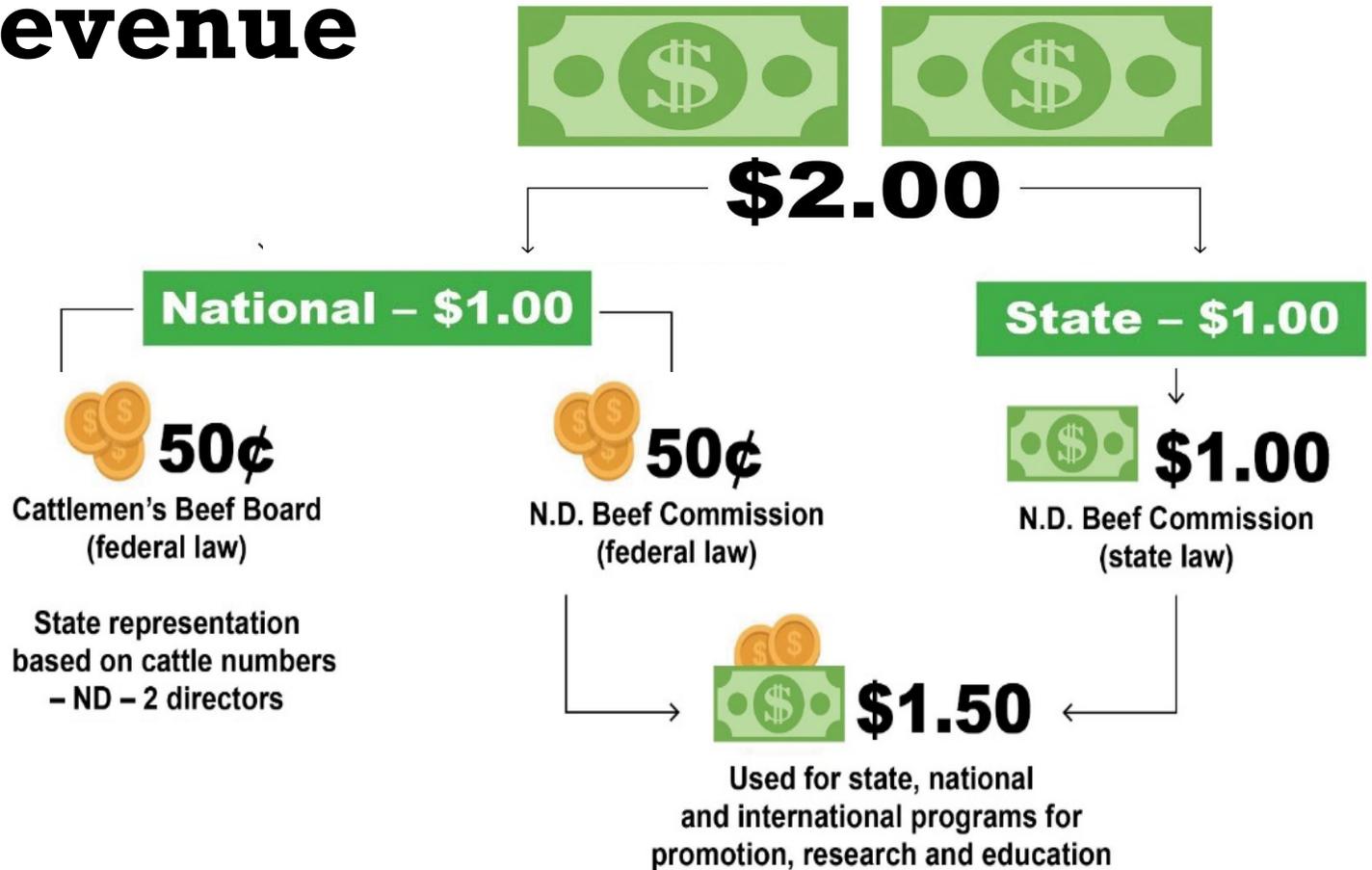
- **1.1 Million Head of Cattle**
- **Generates \$2.2 million annually**
- **\$550,000 goes to Cattlemen's Beef Board**
- **Collection**
  - **Livestock Auction Markets – Primary**
  - **Private Treaty Remittance**
  - **Packers**
  - **Other states and State Beef Councils**

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## Beef Checkoff Revenue

- **Special Fund**
- **Per Head Basis on change of ownership**
- **State of Origin**
- **State \$1 Refundable**

### N.D. Beef Checkoff Program

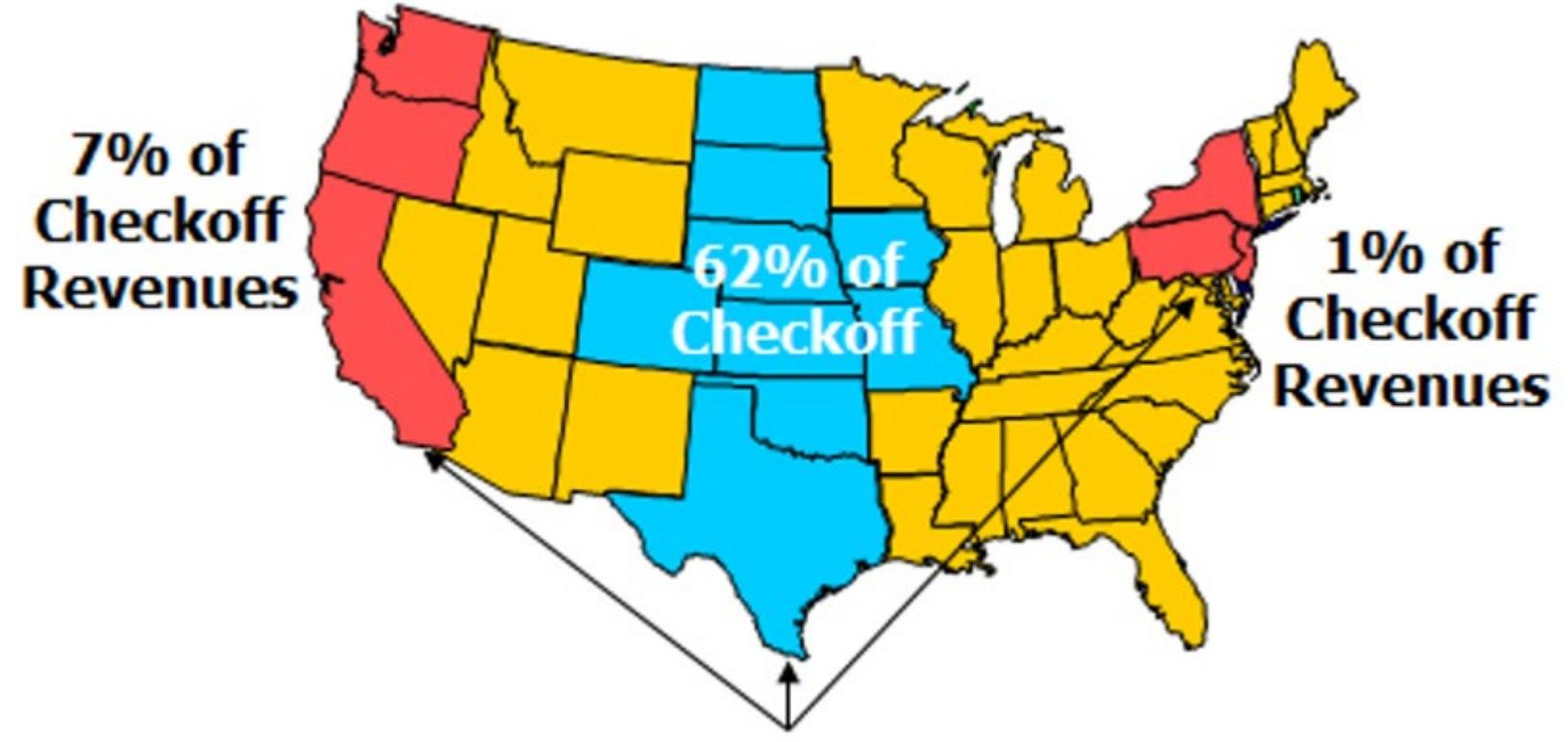


***Promotion***

***Research***

***Education***

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Each color area represents 15% of the U.S. population

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## **Beef Checkoff Investments**

### **National Partnerships**

- **Cattlemen's Beef Board Contractors**
  - **Conduct Checkoff Programs**
  - **Industry governed**
  - **Non-profit**
  - **Cost Recovery Basis**

# ***Promotion • Research • Education***

## **U.S. Meat Export Federation**

- **Global Demand for U.S. Beef**
- **Foreign Promotional Campaigns**
  - **Maximizes market access**
  - **Develops Demand**
  - **Educates Foreign consumers**
    - **Beef Quality**
    - **Product Consistency**
    - **Beef Safety**



# ***Promotion • Research • Education***

## **Federation of State Beef Councils**

- **National Promotion Campaigns**
- **\$\$ to Where Consumers Are**
- **Digital Marketing**
- **State Services**
  - **Communications**
  - **Creative services**
  - **Website development**
  - **Promotional materials**
- **ND Representation**



# **Promotion • Research • Education**

## **Beef Checkoff Investments**

### **• Promotion**

- **May Beef Month**
- **Holiday Retail Promotion**
- **Radio Advertising**
- **Social Media**
- **TV Sports Advertising**
  - **High School**
  - **University**
- **Military events**

### **State Programs**

### **• Education**

- **Sports Nutrition**
- **Beef Mini-Grants**
- **Nutrition Influencers**
- **Living Ag Classroom**
- **4-H and FFA**

### **• Outreach**

- **Stakeholder engagement**

### **• Research**

- **Human nutrition**
- **Product development**
- **Beef quality**

An aerial photograph of a lush green valley during the golden hour. The foreground shows a rolling green hillside with a herd of dark-colored cows grazing. A white pickup truck with a trailer is parked on the grass to the right. The middle ground features a dense line of trees and more green fields. The background is a vast, hazy landscape under a warm, orange and yellow sky. The word "Responsiveness" is overlaid in a large, white, italicized font on the left side of the image.

# *Responsiveness*

*Promotion*



*Research*

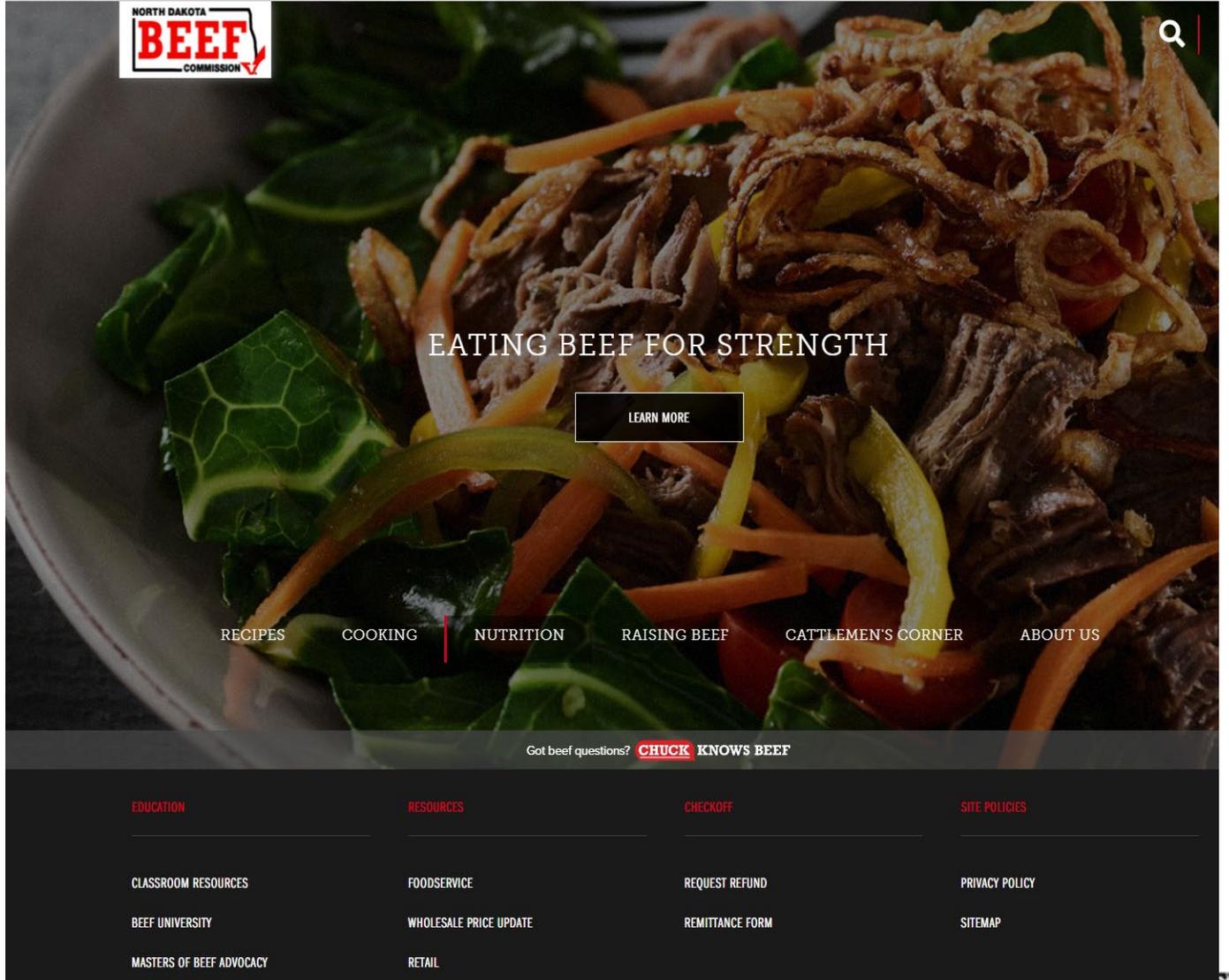


*Education*

# Changes Made

- **Refund application requests**

https://www.ndbeef.org



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**Education**

## Changes Made

- **Increased Transparency**
- **Board Minutes**
- **Meeting Notices**
- **Become a Director**

The screenshot shows the website for the North Dakota Beef Commission (www.ndbeef.org). The page is titled 'NDBC BOARD MINUTES' and lists the dates of the 2021 board meetings:

- 2021
  - Jan. 26
  - Feb. 23
  - March 16
  - April 27
  - May 25
  - June 15
  - June 24 - special
  - July 22

# ***ND Beef Checkoff***

## **Checkoff Recap**

- **Board Make-up**
- **Operations**
- **Checkoff Revenue & Investment**
- **Responsiveness**



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***QUESTIONS?***





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