



# 2023 Marketing Plan



Funded by the Beef Checkoff

# VISION

Maintain profitability and growth of Ohio's Beef Industry.

## MISSION STATEMENT

Engage with Ohio's producers and consumers to strengthen the demand for beef.

### FY23 STRATEGY

The National and State marketing arms will work in partnership when setting strategy and plans, which will drive increased consistency and traction of each Checkoff dollar. The strategy is aligned with the Beef Industry Long Range Plan (LRP), and internal operational needs and provides the focus for our work for the coming years.

As consumers trust beef, specifically its nutritional value and how it is raised and grown, objections will be overcome and interest in beef as the top protein will prevail. As consumers are motivated by the established demand drivers, they will be even more likely to choose and purchase beef more frequently. **Trust and Choice** work together to create a virtuous circle that, when activated, has momentum in the market and protects and expands beef's market position.



The two external pillars, **Grow Consumer Trust in Beef Production** and **Promote and Capitalize on the Multiple Advantages of Beef** are taken directly from the LRP as the most important focus required by The Beef Checkoff and are directly aligned to the virtuous circle of trust and choice.

The two internally focused pillars, **Flexible, Timely Deployment**, and **Integrated Resourcing Model** speak to the operational opportunities for improvement.



# DEMAND DRIVERS

Our focus will be on the four main areas that most directly drive consumer demand for beef.

## NUTRITION

Rich in nutrients & high-quality protein, beef is often associated with physical strength.

We will focus on the many forms of strength that beef provides through educational and inspirational content.

## RAISED & GROWN

How beef is raised & grown is one of the primary demand drivers.

We will focus on providing education to consumers on how beef is raised safely, sustainably, and humanely.

## EATING EXPERIENCE

The main reason consumers choose a protein is for the taste.

We will focus on creating moments in time to showcase beef meals for all occasions.

## CONVENIENCE/VERSATILITY

Consumers want education on preparation, beef cuts and quick & easy ways to use beef.

We will focus on giving consumers confidence in making beef at home.



## OUR MAIN AREAS OF FOCUS ARE:



### **PROMOTION**

Driving the demand for beef through consumer-targeted advertising, promotions and events, consumer health promotions, media relations, digital marketing, and content development.



### **CONSUMER INFORMATION**

Focuses on the areas that most directly drive consumer demand for beef: eating experience, nutrition, how food is raised/grown, convenience/versatility, and price. The projects identified will work to develop integrated campaigns that enhance the desirability of beef and shift perceptions of beef and cattle farmers.



### **INDUSTRY INFORMATION**

Focuses on producer education efforts, certifying and providing industry information to build trust and positively influence the demand for beef.



### **RESEARCH**

Develop, update, and maintain resources based on new and recently published research.



### **PRODUCER COMMUNICATION**

Growing Ohio producers' understanding of the Beef Checkoff by sharing information on how dollars are invested in promotion, research, and education programs.





**Large Scale:** efforts developed around demand drivers to provide education and inspiration to consumers to encourage continued beef purchases.

### **Paid Media Campaign**

OBC will utilize Federation staff expertise (no agency fees) for a paid media campaigns throughout the year. It would include YouTube at 50% of the budget, specifically the Ohio Stories videos to highlight Ohio's farming families with an estimate of 875,000 views. It will also include Google Search at 9% used year-round to promote recipes and beef farmer content on ohiobeef.org with an estimate of 10,900 clicks, Spotify with a budget of 14% to boost summer grilling and holiday content with an estimate of 710,000 impressions, and Strategus at 19% to further extend reach using video on Connected TV with an estimate of 475,000 views.

### **Federation and State Beef Council Campaign Support**

Throughout the year, the Federation provides various opportunities for State Beef Councils to provide additional funding and join forces on their campaigns. OBC will utilize the Federation when their campaigns align both financially and strategically with the OBC marketing plan.

### **Beef. It's What's For Dinner. 300**

OBC will join forces with the Federation and other States to promote beef to thousands of consumers during the 42nd season-opening race for the NASCAR Xfinity Series at the Daytona International Speedway.

**Brand Focused:** efforts developed to reach mass audiences with the goal of driving brand awareness, increasing trust and gaining loyalty.

### **Ohio State University Partnership**

OBC will continue its partnership with OSU Athletics to promote beef to thousands of consumers with Gameday Tastes & Traditions digital and print recipe booklets, social campaign, videoboard, and PA announcements. Will explore Name Image and Likeness (NIL) spokesperson opportunities when available.

### **Columbus Clippers Partnership**

OBC will celebrate Beef Month with a Meat & Greet booth where we promote beef along with Clipper players utilizing recipes cards and QR codes to drive consumers to ohiobeef.org. OBC will sponsor the First Pitch contest, Between Innings feature and have videoboard presence during the games. Social posts and email blast ads provided by Clippers.

### **OBC Passport**

OBC will create a digital passport to drive measurable business to Ohio restaurants who feature a beef signature dish or burger. During this year long program, consumers will collect loyalty points as they visit each location and purchase a beef meal. At the end of the year consumers with the most points will earn a prize. This program will also help build relationships with restaurants across all of Ohio.

## **Ohio Beef Month**

May is Beef Month! OBC will develop a multi-layered promotions effort, in unison with the Federation's "Grilling" campaign to reach Ohio's millennial parents with specific beef messages leading up to and during a month-long, state-wide beef promotion. The Beef Month efforts are to include, but are not limited to, food bloggers, giveaways, paid Facebook promotions, and donation efforts.

## **Our Ohio Advertising**

OBC will advertise in select issues of the Our Ohio magazine with a circulation of nearly 100,000 readers. 2023 Issues: March/April, Sept/Oct. and Nov./Dec.

## **Retailer Partnerships**

OBC will maintain associate membership within the Ohio Grocers Association as an outlet for establishing new retail relationships and broadening promotional opportunities in the retail market. OBC will monitor and network with retail supply chain partners throughout the year to maximize beef's presence in stores and in consumers' shopping carts. OBC will communicate national and state checkoff-funded programs and resources to retailers. This includes, but is not limited to, seasonal beef promotions; retail needs assessment; in-store demos; new product and beef value cuts product introductions; distributing materials; on-pack labeling for meat cuts at retail, general communication (i.e. recipe cards, retail cut wall charts, retail newsletters, point of purchase posters, point of sale materials, ad planners, etc.); cooperative promotion opportunities; and building brand-like awareness. OBC will extend messaging about beef prices and ways consumers can save and shop smarter. OBC will work with other state beef councils and the Federation of State Beef Councils to coordinate a multi-state in-store promotion of beef through interactive programs such as e-comms and digital coupons. OBC will extend national/regional retail beef promotion campaigns.

## **Foodservice Partnerships**

OBC will foster relationships with food service decision-makers to coordinate beef promotion and education for staff. Promotions will include full beef carcass utilization education and sales, educational farm tours, and immersion events that will foster relationships and increase comfort with beef products and cattle production. OBC will extend national/regional foodservice beef promotion campaigns. These may include online advertising with Gordon Food Service (GFS) through their e-newsletters and other avenues.

## **Ohio Culinary Federation - ProStart**

OBC will work with the Ohio Culinary Federation to pinpoint avenues in which the OBC can utilize the tools at our disposal to aid in the development of aspiring chefs to have the knowledge and confidence to utilize beef on their menus daily. Including ACF speaking events and ProStart. Enhanced partnerships with Ohio ProStart will be an integral part of FY23. OBC will host ProStart student farm tours, provide classroom grants, and sponsor beef contests at the state and local levels. These include the Ohio Prostart Invitational (date TBD) and the 2023 Teacher Conference.

## **Printed Materials**

Distribute beef and veal information to consumers through county fair kits, Ohio Cattle Women, direct contact with consumers, thought leaders, and other means as requested or deemed appropriate. This will include all promotional materials (i.e. brochures, child and adult nutrition information, BIWFD materials, and posters). This also includes banner ups, new county blackboards, and other shared county materials.

## **OBC Social Media Advertising**

OBC will invest monthly to boost social media posts to reach more of the council's growing social media network to extend the beef message to more consumers.



# CONSUMER INFORMATION

**Large Scale:** efforts developed around demand drivers to provide education and inspiration to consumers to encourage continued beef purchases.

## Federation and State Beef Council Campaign Support

Throughout the year, the Federation provides various opportunities for State Beef Councils to provide additional funding and join forces on their campaigns. OBC will utilize the Federation when their campaigns align both financially and strategically with the OBC marketing plan.

## Dashboard Consumer Surveys

OBC will utilize the Federation to conduct DMA consumer surveys in Cleveland, Columbus and Cincinnati to create a directional view of how consumers within the state are compared to the national survey on consumption, perceptions, consideration and agreement of beef. This information will help us better target the movable consumers and execute our marketing efforts more efficiently.

**Brand Focused:** efforts developed to reach mass audiences with the goal of driving brand awareness, increasing trust and gaining loyalty.

## Ohio State 4-Miler

OBC will be a presenting sponsor of the 2022 Ohio State 4-Miler that features over 16,000 participants. This partnership will feature videos highlighting the power beef has in an active lifestyle. Leading up to the race, OBC will be featured on all race advertising. Runners that sign up for the event will receive guides on how to train prior to the event, containing OBC advertising and infographics that show the nutritional benefits of including beef in a diet. OBC will place similar advertising in the race program. On the day of the event, the OBC logo will be present on all race t-shirts, medals, and signage around the course. This also includes booth space to hand out beef jerky samples.

## OHSAA Partnership

OBC will partner with the Ohio High School Athletic Association to highlight lean beef as the top protein for student athletes and their families. With over 2 million fans attending 75 state championships, OBC will have full-page ads in all programs and logo inclusion on all digital signage. A direct email will offer high school and middle school officials, coaches, principals, athletic directors and superintendents (20K reach) nutritional facts and the benefits of beef in an athletes diet.

## Ohio State Fair

OBC will promote beef and veal industries to consumers attending the Ohio State fair through educational exhibits and engaging events.

- Capital City Burger Battle - a burger cook off featuring ProStart students to encourage fair goers to try new burger recipes. OBC will have a booth with information and giveaways.
- OBC QR Code Scavenger Hunt - utilizing QR codes that feature video, audio and informational text to educate and encourage fair goers to visit all OBC exhibits and barns. Will end at the Putt Putt course where if all codes are found fair goers can claim a small prize.
- Voinovich Building Exhibit - create an engaging exhibit to help educate fair goers with our Raised

& Grown demand driver to help build trust in the beef industry.

- Little Farmers - another opportunity to share information about beef to a younger audience and their parents. Exhibit could also include Beef in the younger years messaging.
- Ag Hall of Fame Breakfast - Ohio Ag Council's Agricultural Hall of Fame beef promotion and breakfast, beef station at the Sale of Champions reception, and corresponding promotional materials.

## **Influencer Program**

- Food Bloggers - creation and promotion of beef recipes and informational post that will be utilized on ohiobeef.org and Pinterest. Including a veal featured post targeted to Cleveland and Cincinnati markets.
- Social Influencers - chefs, foodies, or fitness influencers to post on their social platforms to educate and promote beef.
- Influencer Tour - a beef immersion experience to increase our influencers cattle production knowledge and give them access to new culinary trends in beef.

## **Collegiate Organizations Partnerships**

Coordinate and sponsor Ag Day celebrations, such as educational programs like the Ohio Farm Bureau Federation's Ag in the Classroom program, CFAES Annual Banquet, and other youth-oriented events. Farmer's Share hosted by the Agricultural Communicators of Tomorrow (ACT) student chapter. Agricultural literacy and immersion experience for students and faculty outside of the College of Food, Agriculture, and Environmental Sciences. High traffic area on the main campus.

## **Ohio Stories**

Videos featuring Ohio Beef farming families to be used as tools to educate consumers on how beef is raised and about the Ohio Beef Council. Videos will be used on social media platforms to drive consumers to OhioBeef.org.

**Niche Audience:** efforts developed to deliver specific demand drivers to reach a niche audience. Content provides education to change perception or dispel myths.

## **Dietetic Outreach**

The program will provide a hands-on learning experience and continuing education credit for registered dietitians in the state of Ohio.

## **Nutrition and Healthcare Relations**

Coordinate educational programs and promotions with professional nutrition and healthcare organizations. Will exhibit at conferences and organize conference speakers through the nationally funded nutrition seminar program.

## **Clinic Outreach and Engagement**

Extend information and resources to dietetic clinics and practices state-wide through direct and digital means. Clinics will be targeted based on geographic and demographic factors and receive information that is specialized to their needs.



## **Quarterly Nutrition Newsletter**

Quarterly e-newsletter will be sent to nutrition and health professionals to communicate the nutritional benefits of beef. Newsletters main contain a health recipe, upcoming events, or new trends and research regarding beef and nutrition. Newsletters will also be used to disseminate information regarding nutrition-related webinars and continuing education programs for Registered Dietitians sponsored by the Federation.

## **Beef Promotion Grant Program**

County cattlemen's groups and associations, county farm bureaus, and community organizations can submit proposals for beef promotion and/or educational programs that ultimately help market beef. The activity must be a self-activated beef education or promotion event. Equipment, operating costs, and traditional projects like county scholarships, fair awards, etc. will not be considered. Applications will be due quarterly on January 1, March 1, June 1, and September 1 for review and approval by the OBC Operating Committee. The application can be found online at [ohiobeef.org](http://ohiobeef.org) under the for farmer's section.

## **Beef in the Classroom Grant**

Working with Family & Consumer Science teachers and Culinary instructors across the state of Ohio to provide opportunities to reinforce lessons about lean beef selection, storage, preparation, nutrition, and food safety. Educators will be able to be reimbursed up to \$200 per teacher, per school, per academic year for utilizing beef in their classroom. The grants will be available on a first-come, first-served basis. Applications are available only and completed using the link on [ohiobeef.org](http://ohiobeef.org). Funds will be distributed after the lesson has occurred and a final summary and receipts have been received.

## **Printed Materials**

Working together with the Federation to continue state implementation of the national checkoff nutrition messaging by distributing nutrition information and/or exhibiting at health conferences. OBC will also purchase promotional items to better engage with dietitians and provide incentives for interacting at various dietetic events, both virtual and in-person. Distribute beef and veal information to consumers through county fair kits, Ohio Cattle Women, direct contact with consumers, thought leaders, and other means as requested or deemed appropriate. This will include all promotional materials (i.e. brochures, child and adult nutrition information, BIWFD materials, and posters). This also includes banner ups, new county blackboards, and other shared county materials.

## **OBC Social Media Advertising**

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# INDUSTRY INFORMATION

## Beef Quality Assurance

Provide beef quality assurance information via seminars, educational meetings, demonstrations, and the timely distribution of materials including posters, brochures, sorting sticks, Master Cattle Transporter Guides, and other resources to producers with the goal of assuring consumers that beef will continue to be a safe and wholesome product of choice. Also, support the statewide beef quality assurance program.

## BEEF 509/510

Producer educational course in cooperation with OSU and the Ohio Cattlemen's Association. The objectives of the course are to improve the quality and consistency of beef products produced in Ohio. The course will focus on practices and issues designed to eliminate quality defects and increase beef's competitiveness with other protein foods. Courses will alternate years between 509 and 510. The 510 courses are designed for those who have completed the 509 courses.

## Environmental Stewardship Program

Environmental Stewardship award video that highlights an Ohio family farm going above and beyond to be true stewards of the beef community.

## Exhibits

The Ohio Beef Council will exhibit at events where producers can get information about the checkoff program and ask questions. Locations may include Farm Science Review, Ohio Dairy Expo, and the Ohio Farm Bureau's Young Ag Professionals Winter Leadership Experience.

## Young Cattlemen's Conference and Tour Sponsorship

Provide support for this annual leadership development conference to educate participants on topics emphasizing the success of the beef checkoff, marketing relationships, and consumer preferences. Participants will have the opportunity to hone their professional skills through media training and industry outlooks.

## Beef and Veal Issues Management

Federation's media monitoring system: Meltwater News. The monitoring site will post daily updates on trending words, blogs, and searches in Ohio. This will allow OBC to easily monitor and track Ohio beef stories on environmental stewardship, nutrition, animal welfare, red meat health and others.

## Deans Charity Steer Show

OBC will partner with the Ohio State College of Food, Agricultural & Environmental Sciences (CFAES) and Telhio Credit Union to host a celebrity steer show and sale fundraiser during the 2023 Ohio State Fair to promote that cattlemen care and support their communities. Sale proceeds will benefit the Ronald McDonald House of Central Ohio. The event will feature beef farm families and create media opportunities to highlight the importance of Ohio agriculture and the beef industry to the state's economy and the positive work of CFAES while supporting an important cause.

## **Masters of Beef Advocacy (MBA) Program**

Encourage Ohio beef producers to participate in this self-directed, online educational program that equips participants with the knowledge to become beef industry advocates. Following course completion, each participant will attend a one-day commencement ceremony with OBC staff. Staff will encourage the OBC and OCA boards, Ohio Cattlewomen leaders, youth exhibitors, and other industry leaders to complete the course. OBC will mobilize graduates to action when industry issues arise.

## **Ohio Livestock Coalition**

Support and maintain one board of directors' seat on the Ohio Livestock Coalition. The purpose of OLC is to assist the livestock industry is expanding its positive contributions to Ohio. We support its mission in affirming an industry that is environmentally friendly, socially responsible, and economically viable, and developing and communicating a unified message.

## **FMD Planning**

Preparing for a possible Foot and Mouth Disease (FMD) outbreak via coordination with the FMD Cross-Species Team. In conjunction with ongoing FMD planning on behalf of the beef industry, this program ensures that the entire beef industry, including all Checkoff contractors, has access to the resources and information needed to respond to a variety of issues and crises and, ultimately, that the beef industry maintains consumer confidence and demand when issues and crises arise.

## **Crisis Planning**

Develop and deliver resources such as crisis plans, talking points, media statements, fact sheets, infographics, videos, and various digital assets, to deploy when issues or crises arise. Having plans and resources in place allows us to communicate quickly and effectively with consumers, media, influencers, and other stakeholders. Effective communication is crucial to protecting the beef industry and driving demand.

## **Printed Materials**

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## RESEARCH

### Extending Research

Current Beef Checkoff-funded research programs include Beef Safety, Human Nutrition, Product Quality, Sustainability and Market Research. The research conducted in these areas provides the knowledge foundation for the industry's Checkoff-funded marketing, promotion, education, and information programs.

Research is paramount in every decision impacting the beef industry. From understanding consumers purchasing behavior and attitudes about beef, to reducing safety threats at pre-harvest, to providing a product with a consistently great eating experience, to building the scientific evidence proving beef's role in a healthful diet, to conducting research that demonstrates that beef can be raised sustainably, research is essential.

OBC connects Ohio researchers to extend checkoff-funded Requests for Proposals (RFP) research opportunities. Additionally, OBC works to disseminate research results and knowledge learned once a project is completed.



## GROWING GLOBAL DEMAND FOR U.S. BEEF

The U.S. Meat Export Federation (USMEF) works to develop international markets for U.S. beef through programs aimed at expanding market penetration, gaining new market access, improving global consumer perceptions and building trust in U.S. beef.

The USMEF maximizes market access, develops demand among new and existing buyers and increases value of the entire carcass while displacing competitive products and defending current market share.

With 95 percent of the global population and 80 percent of the global buying power being located outside of U.S. borders, foreign marketing of U.S. beef is necessary in order to increase beef sales around the world. Add to that, the global population is projected to nearly double by 2050. Combined, these factors clearly show that exports of U.S. beef represent a growth opportunity for U.S. beef producers.

### Fiscal Year 2023 initiative:

#### U.S. Beef Promotion Partnership in Japan

OBC will partner with Ohio Corn & Wheat to increase the profitability of corn and beef producers in Ohio. USMEF will work to increase demand for U.S. beef in Japan by building a sustained and growing presence in the retail meat case and on restaurant menus while working to increase consumer confidence in the overall quality, value and safety of U.S. beef. In addition, Ohio Corn & Wheat and Ohio Beef Council will designate two Ohio producers to travel to a key Asian export market in FY2023 to explore market opportunities and demonstrate American producers' commitment to international customers.



# PRODUCER COMMUNICATIONS

## **Producer Communications Print, Digital & Radio Advertising**

Utilize Ohio Ag publications and farm radio to place producer communications updates on how checkoff funds are invested to increase the demand for beef. Publications may include Ohio Cattleman, Ohio's Country Journal, Farm & Dairy, Holstein News, Jersey News, etc. and radio could involve Brownfield News, Ohio Ag Net, In Ohio Country Today, and Our Ohio Weekly radio interviews (2).

## **County Checkoff Updates**

The OBC will research opportunities to host County Checkoff Updates at major markets such as auction barns, etc. The OBC will look to host a minimum of three (3) updates where dinner is served to all in attendance.

## **Annual Report**

Continue to publish the Ohio Beef Council's annual report. The report is available at [ohiobeef.org](http://ohiobeef.org) and is mailed directly to more than 8,000 beef, veal and dairy producers in the spring and distributed at various industry events. This report will be inserted into the Ohio Cattleman, Ohio Holstein News, and Ohio Jersey News.

## **Leather Calendars**

OBC produces and distributes an annual leather calendar to auction markets, checkoff collection points, ODA, and other key industry leaders.

## **Producer Communication Newsletters**

OBC will write, design, and distribute a bi-monthly edition of the Producer e-newsletter to beef and dairy producers across Ohio using a Constant Contact Platform. As a part of this effort, staff will continue to build OBC's database of producers for more efficient distribution of e-news to make communication more efficient and effective. Continue to distribute Collection Point Newsletter to checkoff remitters to continue to increase awareness of state and national checkoff-funded programs and industry events.

## **Ohio Beef Expo Trade Show Booth and Producer Communications**

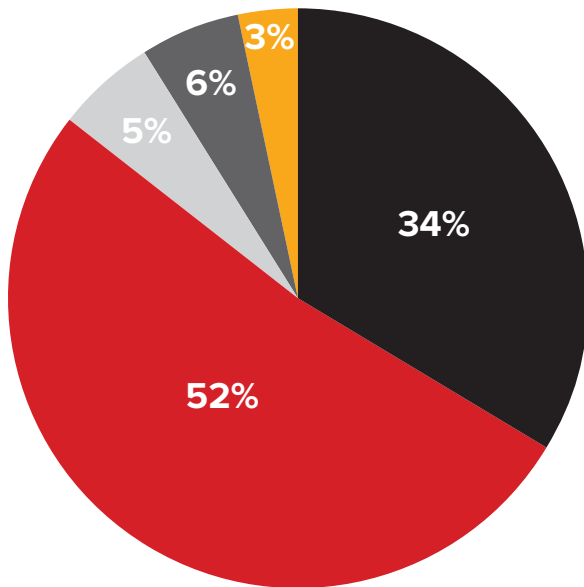
The OBC will purchase booth space in the Ohio Beef Expo trade show March 17-20 attended by nearly 30,000 cattle families throughout the Midwest. In addition, funds will be used for giveaways to encourage sign-up for the OBC producer communications newsletter.

## **CBB The Drive Newsletter**

CBB produces The Drive as a monthly e-newsletter and a quarterly newsletter, delivered by mail. Both provide cattle producers with the latest industry facts, statistics, and stories highlighting how checkoff dollars are driving demand for beef domestically and around the globe. The OBC will insert Ohio-specific checkoff program information in two of the quarterly Drive newsletters that are printed and mailed.



## FY23 BUDGET



### Budget Breakdown

- Promotion
- Consumer Information
- Industry Information Research
- Producer Communications
- Global Export

**Total**

**\$768,600**

#### Reviewed and Approved by the Ohio Beef Council Operating Committee

Erin Stickel, Bowling Green, Chairman • Bill Sexten, Washington C.H., Vice Chairman • Stan Smith, Canal Winchester, Treasurer • Mandy Atterholt, Loudonville • Lou Ellen Harr, Jeromesville • Stephanie Harris, St. Clairsville • Bret Layman, Johnstown • Jake Osborn, Lynchburg • Becky Reed, Springfield • Sam Roberts, South Charleston • Allan Robison, Cable • Ben Seibert, St. Mary's • Susie Turner, Somerset • Kris Vincent, East Canton • Barb Watts, Alexandria • Elizabeth Harsh, Executive Director