

# Ohio Beef Council

## 2011 Year Review

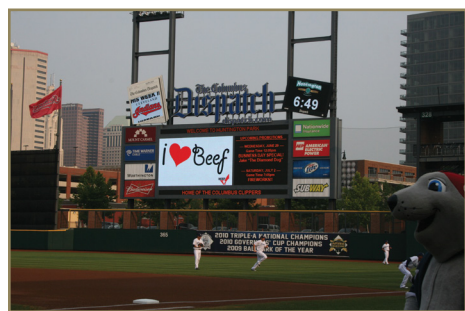
### Industry Information



Media tours have become an effective way to connect with key consumer influencers who have an effect on public opinion. These influencers may be radio and television

media, nutritionists and dietitians or even esteemed restaurant chefs. In 2011, the Ohio Beef Council (OBC) zeroed-in on these thought-leaders through the checkoff-funded "Explore Beef" tour. The tour was held at Pedro's Angus Farm in Hamilton, OH, and provided attendees with a first-hand look at the beef industry. Throughout the day, attendees gained a better understanding of the different types of cattle operations, received an explanation of daily tasks and what it takes to bring the great taste of beef to the table. By day's end, several key relationships were built and a better understanding of the beef industry was fostered.

### Promotion



In June, the OBC joined the Columbus Clippers for a pairing of two storied summer-time traditions: beef and baseball. The checkoff-

funded "Beef Night at the Ballpark," kicked off a season-long promotion to drive fans to the BeefItsWhatsForDinner.com mobile-site. A beef recipe of the night was announced over the public address system and featured on the ballpark's jumbo-tron between selected innings. The promotion not only connected consumers with the great taste of beef but also to the hard working cattlemen and cattlemen who make great beef possible. Topping the night's festivities was the ceremonial first-pitch, thrown by the Felumlee family of Newark, OH.

### Public Relations

In October, the OBC joined forces with the Salvation Army Kroc Center of Dayton, OH to create a marquee event known as the

"Chili Cook-off at the Kroc." The event pitted seven competitors against one-another to see whose slow cooker creation would be named Dayton's best. An expert panel of judges included Dayton media personalities, OBC staff and Dave Zino, Executive Chef National Cattlemen's Beef Association. Attendees tasted their way through the event and voted for the people's champion, in addition, they heard Chef Dave reveal keys to a great stew and braising tips for the upcoming comfort food season. OBC staff provided recipes and advice for featuring beef during the fall and winter seasons.

### Consumer Information

"Celebrate the Steak Day" continued as an annual favorite at the great Ohio State Fair. This year, OBC, Kroger and Texas Roadhouse joined forces for the "Iron Chef Cook-off,"

which pitted chefs from the retailer and the restaurant against one another for bragging rights as the people's champion. Beef trivia generated nine guest-judges from the crowd who then bellied-up and took notes as the iron chefs served up three differing steak and burger recipes. After each cook-off, chefs were available to answer cookery questions from fairgoers. "Celebrate the Steak Day" offers a great opportunity for the OBC and the checkoff to directly connect with consumers.



### Veal



In 2011, the OBC and the checkoff worked with two Columbus area television chefs to display the ease and versatility in featuring veal for dinner. Joining with food editor and Dispatch Kitchen

Show host, Robin Davis, and Chef Tami Cecil of the Ohio News Network, the OBC worked to develop several segments featuring veal as the center of the plate. The segments successfully penetrated more than 915,950 homes in the central Ohio area and another 517,981 throughout the state through syndicated cable programming.

### Ohio Beef Council Operating Committee

Bob Agle – South Vienna  
 Keith Burgett – Carrollton  
 Bill Cleland, Jr. – Hicksville  
 Dennis Corcoran – Chillicothe  
 Steve DeBruin – Millersport  
 Mel Earich – Williamsport  
 Glen Fleichtner – New Washington  
 Joe Foster – Gallipolis  
 Jamie Graham - Patriot  
 Bret Layman – Utica  
 Marion Miller – Quaker City  
 Brent Porteus – Coshocton  
 Todd Raines – Seaman  
 Bill Sexten – Washington Court House  
 Gene Steiner - Mason  
 Davis Denman – Ex Officio, CBB Representative  
 Jim Zehringer – Ex Officio, Ohio Department of Agriculture  
 Elizabeth Harsh – Executive Director

### Ohio Beef Council Financial Report

Statement of Revenues & Expenses for the  
 January 1, 2011 – December 31, 2011

<b>Revenues:</b>	
Checkoff Assessments .....	\$1,141,736.32
Less: Remittances to	
States of Origin.....	(\$527,600.00)
Remittances to Beef Board .....	(\$307,239.67)
Net Assessments.....	\$306,896.65
Other Revenue	
Interest Income.....	\$900.85
Contract Services .....	\$5,867.50
Other Income .....	\$41,560.28
Total Other Income .....	\$48,328.63
Total Checkoff Revenue .....	\$355,225.28
Non Checkoff Revenues (Specify) .....	\$0.00
<b>Total Revenues .....</b>	<b>355,255.28</b>
<b>Expenses:</b>	
National Program Investments	
U.S. Meat Export Federation .....	\$0.00
National Cattlemen's Beef Association .....	(\$17,000.00)
Other (Specify) .....	\$0.00
Total National Program Investments.....	(\$17,000.00)
Administration .....	(\$104,116.93)
Promotion.....	(\$35,981.08)
Consumer Information .....	(\$102,976.08)
Producer Communications .....	(\$22,966.13)
Industry Information .....	(\$62,404.76)
Collection & Compliance.....	(\$17,777.98)
Foreign Marketing .....	\$0.00
Research.....	\$0.00
Non-Checkoff Related Expenses.....	\$0.00
Total Program Expenses .....	(\$242,106.71)
Total Expenses .....	(\$362, 223.64)
<b>Excess of Expense Over Revenue .....</b>	<b>\$6,998.36</b>
<b>Fund Balance:</b>	
Beginning of Period .....	\$328,414.73
End of Period .....	\$321,416.37

\*These figures represent the fiscal year end unaudited financial statements

