



# 2013 ANNUAL REPORT



## OHIO BEEF COUNCIL

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### Striking Out Hunger Promotion

During 2013, the Beef Checkoff teamed up once again with the Columbus Clippers, Kroger, the Ohio Soybean Council, the Ohio

Corn Marketing Program, and the Mid-Ohio Foodbank in "Striking Out Hunger with Lean Beef." For each strikeout recorded by the Clippers' pitching staff in 2013, beef farmers donated one pound of lean ground beef to the Mid-Ohio Foodbank, and Kroger matched each donation with a second pound of beef. As a highlight of this summer's Striking Out Hunger campaign, "Beef Night at the Ballpark" was held to help draw attention to the promotion. Thanks to checkoff funding, the first 1,500 attendees received a free "Striking Out Hunger with Lean Beef" hot/cold bag with beef recipes included. Beef farmers were on hand during the event to initiate conversations with consumers about what happens on the farm and how beef reaches their dinner plates.

The Columbus Clippers finished the season with 1,239 recorded strikeouts which means that 2,478 pounds of lean beef were donated to the Mid-Ohio Foodbank by the Ohio Beef Council (OBC) and Kroger resulting in a total of 9,912 beef meals, as about one pound of ground beef feeds a family of four. OBC's Facebook page and newly redesigned website, in addition to OBC inclusion in the Clippers' weekly e-newsletter, concourse signage and season souvenir program, further enhanced the reach of this successful program with thousands of unique impressions.



### BEEFonomics: Education from Pasture to Plate

BEEFonomics is an educational program for high school family and consumer science classes throughout Ohio that was introduced in 2012. In its first year in the classroom, the program has reached 2,050 Ohio youth. The program was developed because many of today's students are, on average, three generations removed from farming, yet they are also part of a growing generation of consumers that are interested

in where their food comes from and how it was raised. The course encompasses all aspects of the beef industry from pasture to plate, providing students with a better understanding of where their beef comes from, how it gets to their plate and how to properly feature the product at dinnertime. Program administrators present a Microsoft PowerPoint presentation and execute a cooking demonstration highlighting the ease of beef preparation. Checkoff dollars help to provide these future mealtime decision makers with the tools to confidently include beef in a healthy diet.



## Ohio Beef Council Website Redesigned

In 2013, OBC's website, [www.ohiobeef.org](http://www.ohiobeef.org), received a new look and added

functionality to continue to help educate consumers on all things beef. The new website is a great way for the OBC to reach across the state to accomplish our goals with checkoff dollars.

With a more contemporary appearance, the new website offers featured recipes, nutritional information and educational materials for teachers and youth. A newly added "events" section keeps consumers up to date on current promotions and upcoming events. Retail and foodservice entities now have a place to stay updated on current consumer trends and resources available, and sign up for newsletters.

Also included in the redesign is a place just for beef producers that provides information on checkoff compliance, how dollars are used by the OBC to build beef demand and industry educational opportunities. Farmers can sign up for the "Producer's Post," a bi-weekly e-newsletter that details current checkoff-funded programs.

## Ohio Beef Council Operating Committee

Bob Agle – South Vienna  
 Jim Beattie – Greenwich  
 Henry Bergfeld – Summitville  
 Bill Cleland, Jr. – Hicksville  
 Dennis Corcoran – Chillicothe  
 Steve DeBruin – Millersport  
 David Felumlee – Newark  
 Jamie Graham – Patriot  
 Bret Layman – Utica  
 Marion Miller – Quaker City

Brent Porteus – Coshocton  
 Todd Raines – Seaman  
 Beverly Roe – Hamilton  
 Bill Sexten – Washington CH  
 Bert Tooms – New Concord  
 David T. Daniels – Ex Officio, Ohio Department of Agriculture  
 Davis Denman – CBB Representative  
 Elizabeth Harsh – Executive Director

## Ohio Beef Council Financial Report Statement of Revenue & Expenses for January 1, 2013 - December 31, 2013

### Revenues:

Checkoff Assessments	\$1,089,333.15
Less: Remittances to States of Origin	(\$475,261.00)
Remittances to Beef Board	(\$307,101.17)
Net Assessments	\$306,970.98
Other Revenue	
Interest Income	\$882.22
Contract Services	\$6,748.18
Other Income	\$39,393.76
Total Other Income	\$47,024.16
Total Checkoff Revenue	\$353,995.14
Non Checkoff Revenues (Specify)	\$0.00
<b>Total Revenues</b>	<b>\$353,995.14</b>

### Expenses:

National Program Investments	
U. S. Meat Export Federation	\$0.00
National Cattlemen's Beef Association	(\$14,000.00)
Other (Specify)	\$0.00
Total National Program Investments	(\$14,000.00)
Administration	(\$104,472.03)
Promotion	(\$55,393.39)
Consumer Information	(\$94,594.05)
Producer Communications	(\$36,454.42)
Industry Information	(\$45,633.93)
Collection & Compliance	(\$26,062.03)
Foreign Marketing (Non-USMEF Investments)	\$0.00
Research	\$0.00
Non-Checkoff Related Expenses	\$0.00
Total Program Expenses	(\$258,137.82)
<b>Total Expenses</b>	<b>(\$376,609.85)</b>

**Excess of Expenses over Revenues** \$22,614.71

### Fund Balance:

Beginning of Period	\$275,880.52
End of Period	\$253,265.81

## Dear Fellow Beef Producers.



Is the Federation of State Beef Councils still relevant after 50 years? In my opinion, it is. Beef producers today want as much input as possible into how their dollars are spent. Thanks to forward-thinking producer leaders almost three decades ago, the mandatory Beef Checkoff Program had as part

of its framework then-existing and to-be-created beef councils at the state level, which would collect the \$1-per-head mandatory checkoff and help populate important direction-establishing and funding committees.

Many of those states had already joined together as a Federation to share expenses for common needs, such as Information Technology, design services, planning guidance and communications. By not duplicating costs from state to state, and joining in a common vision and message, councils extend checkoff programs in the state and assure that producers throughout the country are getting the most for their checkoff dollar.

Relevant? Absolutely. The Federation of State Beef Councils is a mechanism for grassroots input and influence.

Yours truly,



Richard Gebhart, Chair  
Federation of State Beef Councils  
Beef Producer, Claremore, Okla.

## Fresh Strategies for a Changing Beef Landscape

Because of grassroots producer leadership, the beef industry is positioned to capitalize on future changes in the beef marketplace. Committee restructuring, which parallels the industry's Long Range Plan, was completed this past year to provide the Cattlemen's Beef Board and the Federation of State Beef Councils a better focus on industry goals.

Following are some national and international beef checkoff efforts that reflect that plan:

### Solving the Millennial Dilemma

Through checkoff-funded research, we know consumers born in the 1980s and 1990s – sometimes called millennials – enjoy beef. But they have some concerns about preparation, nutrition and convenience. Now the question becomes, just how do we turn them into long term beef lovers?

Through a new checkoff-funded retail campaign, with additional support from the Federation and individual state beef councils, that question is being addressed.

The checkoff-funded Convenient Fresh Beef project explores a way to develop an easy-to-prepare fresh beef product at retail stores, make it appealing and create the education and training to make it successful.



Convenient Fresh Beef products include the beef, seasonings and instructions in an attractive sleeve-wrapped tray, prepared in the meat department at the grocery store or brought in as a case ready product. A photo of the

finished dish is on the front of the sleeve; from 1-3 recipes are printed on the back.

The items are convenient and provide shoppers options. They address a millennial's lack of cooking skills and desire for a restaurant experience, and meet the needs of families looking for shortcuts on busy week nights.

In addition, they meet mature consumers' desire for easy home-made foods that feed two and provide leftovers.

The test program is being conducted in the Midwest at Price Cutter stores, which have the in-store capabilities to produce the kits and have provided significant support for testing. Additional support for implementation has been provided by individual state beef councils.

Consumer research, post implementation to document interest and sell the programs to other stores, as well as point-of-sale materials, demonstrations and training, and initial spice inventory were made possible through national beef checkoff funds.



## Campaign Sizzles with New Voice

New "Beef. It's What's For Dinner." consumer advertising premiered in 2013, bringing the recognizable tagline to both older millennials and Gen-Xers. It features sizzling beef recipes, juicy details about essential nutrients and the voice of one of

Hollywood's most promising new talents. The new "Above All Else" campaign reaches out to those who care about food and nutrition.

While keeping many brand mainstays, such as Aaron Copeland's "Rodeo" music, the new beef campaign uses Garrett Hedlund's voice in radio spots. Garrett personally represents healthful living, and his strong, warm voice is

perfect for provoking a new understanding about beef. Research has shown that 45 percent of the target demographic said they would choose beef more often if they knew about how its nutrients compared to chicken. The new campaign helps set the record straight about beef's essential nutrients in an engaging and educational way. In addition to traditional print placements, the campaign appears across a wide range of digital platforms, such as 22 tablet versions, online radio stations (e.g., Pandora), video websites (e.g., Hulu), social networking sites (e.g., Facebook) and popular recipe websites (e.g., AllRecipes.com). State Beef Councils are extending the campaign through print, radio, digital, in-person promotions, sporting events, outdoor advertising and more.

### Boosting Beef Internationally

The Beef Checkoff Program assisted as U.S. beef and beef variety meat exports performed very well in 2013. Through July, exports were 9 percent ahead of last year's record pace in terms of value, at \$3.45 billion. This translates into great returns for producers, as export value equated to nearly \$235 per head of fed slaughter – an increase of 11 percent over last year. Through international marketing programs conducted by the U.S. Meat Export Federation, the Beef Checkoff Program is working aggressively to increase export opportunities for U.S. beef. For instance, with recently expanded access in Japan the checkoff helped attract new buyers to U.S. beef and expanded the range of cuts available, allowing Japan to reclaim its position as the No. 1 destination for U.S. beef exports. Other Asian markets performing well included Hong Kong and Taiwan. Exports are also significantly higher to Central and South America, as the checkoff helped the U.S. beef industry capitalize on recently implemented free trade agreements.

### Program Builds Nutrition Relationships

With their local and state focus, state beef councils are instrumental in building relationships with state professional organizations dedicated to improving the health of Americans. The national Beef Checkoff Program is assisting those councils in strengthening those ties. The Nutrition Seminar Program (NSP), coordinated by NCBA, a Beef Checkoff contractor, provides an opportunity for state beef councils to get closer to their state chapters of health professional groups by providing a nationally recognized expert to speak on a nutrition topic at that organization's annual meeting. The Beef Checkoff also provides free client education resource materials to all session attendees.

State councils coordinate and execute the NSP session, while the national Beef Checkoff covers the honoraria and travel expenses for each speaker. This past year, 36 speaking engagements were coordinated by numerous councils. There are 40 different speakers for states to choose from, covering 148 session topics.



### Partners in Time

Throughout its 50-year history, the Federation of State Beef Councils has provided a platform for state beef council representation at the national level, while offering services needed by states to conduct their in-state promotion, education and research programs. The partnership is made possible three ways: through the 1985 Beef Promotion Act; by deliberate collaboration with national programs funded through the Beef Checkoff Program; and by voluntary contributions to the Federation by state beef council boards. The voluntary investments by cattle-rich states helps make sure greater emphasis is placed on programs where the majority of consumers live and buy beef. It supports the teamwork necessary for building a successful state and national Beef Checkoff Program.

## CATTLEMEN'S BEEF BOARD

### FISCAL YEAR 2013 EXPENDITURES

Administration .....	\$1,536,829
USDA Oversight .....	\$279,075
Program Development .....	\$179,088
Program Evaluation .....	\$179,590
Producer Communications .....	\$1,529,824
Foreign Marketing .....	\$6,036,724
Industry Information .....	\$3,492,377
Consumer Information .....	\$3,390,267
Research .....	\$6,036,100
Promotion .....	\$15,528,767
<b>Total expenses .....</b>	<b>\$38,188,641</b>

*\*audited numbers*