

OHIO BEEF COUNCIL

BEEF & VEAL MARKETING PLAN FISCAL YEAR 2017



OHIO BEEF COUNCIL 2017 BEEF/VEAL MARKETING PLAN

VISION: MAINTAIN PROFITABILITY AND GROWTH OF OHIO'S BEEF INDUSTRY

MISSION: ENGAGE WITH OHIO'S PRODUCERS AND CONSUMERS TO
STRENGTHEN THE DEMAND FOR BEEF

THREE AREAS OF FOCUS:

- **ORGANIZATIONAL EFFECTIVENESS**
COMBINES THE FINANCIAL, VOLUNTEERS AND STAFF RESOURCES TO EFFECTIVELY DELIVER ON THE OHIO BEEF COUNCIL MISSION
- **STRATEGIC PROGRAM EXECUTION**
IMPLEMENTATION OF PROGRAMS THAT DIRECTLY LINK TO MAINTAINING AND BUILDING BEEF DEMAND
- **STRATEGIC COMMUNICATIONS**
EFFECTIVE COMMUNICATIONS AND MEANINGFUL ENGAGEMENT WITH IDENTIFIED AUDIENCES

PRIORITIES

- Innovation
- Nutrition
- Stewardship
- Issues Management
- Producer Communications

Innovation

Building the marketability for beef by inspiring beef trial and usage and delivering innovative solutions.

- **Ohio State Tastes & Traditions Football Promotion**
OBC will continue its partnership with the Ohio State University's Taste and Tradition promotion. This program features social media contests for Buckeye fans to submit their favorite tailgate recipe for a chance to be featured in the Tastes & Traditions magazine. Over 250,000 copies of the magazine are distributed, in addition to stadium scoreboard features at each home game. Alongside the consumer contest, OBC will partner with Shelley Meyer to produce a beef tailgate recipe for the Taste & Traditions magazine. This recipe will also have an accompanying video, featuring Shelley, preparing the dish.
- **Columbus Clippers Baseball**
FY17 will featured a continued effort with the longtime partner, Columbus Clippers. Throughout the year OBC will disseminate messages through Clippers social media outlets, in game videos and on-site promotions. The plan will include multiple elements such as ballpark signage, a presence on their website and printed programs, videos and other beef related events. Clippers promotions team members will join OBC for the Ohio State Fair Burger Battle.
- **County Cattlemen's Beef Promotion Grant Program**
County cattlemen's groups, local farm bureaus and community organizations can submit proposals for beef promotion and/or educational programs that ultimately help market beef, such as cutting schools featuring new value cuts like the chuck roll for retailer and processor audiences, new product sampling events, etc. The activity must be event-oriented and promotional in nature, but does not have to be new. 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 OBC Operating Committee.
- **Buckeye's for Beef Event**
OBC will offer a sponsorship and resources toward the Ohio State University Collegiate Cattle Association's annual Buckeyes for Beef event on campus each fall. The event is a two-day promotion targeted at college-aged students on campus educating them about beef and common beef production practices.
- **Heartland Cuisine**
Work with the Ohio Department of Agriculture (ODA) in promoting Ohio's agriculture, including beef & veal. OBC will pursue opportunities to utilize the Ohio Proud "kitchen on

wheels” for consumer events and promotions. Also encompasses OBC portion of Correspond in a Click Ltd. Heartland Cuisine web hosting fees.

- May 2017 – Ohio Beef Month

OBC will develop a multi-layered promotions effort 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 not limited to, food bloggers, twitter parties, paid Facebook promotions and donation efforts.

- Burger Battle- Ohio State Fair

This fun-filled, burger cookoff will feature steak sampling, games hosted by the Columbus Clippers, and a multi-round burger competition. 2017 contestants will be ProStart Students from around the state.

- Ohio Grocer’s Association

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.

- Cameron Mitchell Foodservice Promotion

OBC will foster relationships with Cameron Mitchell decision makers to coordinate a local beef promotion in the Columbus market. The promotion will feature social media advertising along with restaurant staff education on beef production. Based on trial results the promotion may be scaled to multiple locations and efforts.

- Columbus & Cincinnati Burger Week

OBC will work with local publication companies to co-host burger week festivals. The promotion will work with 100+ foodservice restaurants to promote the hamburger and beef for a one week duration.

- Ohio Culinary Federation – ProStart

OBC will work with the Ohio Culinary Federation to pin-point 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 FY17. OBC will host ProStart student farm tours, provide classroom grants and sponsor beef contests at the state and local level. Additionally, OBC will work with the Team Cuisine Cooks Camp, located in Marion, Ohio to provide a beef presentation to their thirty (30) culinary students in mid-July. The OBC will provide one (1) to two (2) speakers, as well as steaks for each of the students to enjoy as a meal for the evening.

- Ohio Beef Council 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.

- 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 any and all promotional materials (i.e. brochures, child and adult nutrition information, BIWFD materials, and posters). This also includes banner ups, new county black boards, and other shared county materials.

- Retail Marketing

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.

Nutrition

Establish beef as a foundational food for health by educating building relationships and partnerships by highlighting beefs health benefits.

- **Ohio State 4-Miler**

OBC will be a presenting sponsor of the 2017 Ohio State 4-Miler that features over 15,000 participants. This partnership will feature videos from OSU celebrity and fitness personality, Shelley Meyer, that highlight 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, inside these guides OBC will place advertising and infographics that show the nutritional benefits of including beef in a diet. OBC will place similar advertising in the race program. The day of the event will have OBC present on all race t-shirts, medals, signage around the course and a booth space to hand out beef samples.
- **Team Beef**

OBC will further expand this by organizing a team of beef advocacy athletes to represent the nutritional benefits of lean beef and the vital role this high-quality protein plays in their training. The team members will participate in the new Prime Cuts program where they are tasked with learning new beef facts in order to gain “points” and receive reimbursements. Team members can gain points through several avenues such as the Masters of Beef Advocacy course, Farmland movie, attending beef trade shows, or listening to beef webinars.
- **Ohio Valley Obstacle Course Racing**

Sponsorship of the Ohio Valley Obstacle Racing Championships provides OBC another avenue to reach both seasoned and new fitness minded individuals. Throughout the entirety of the race season OBC will have the opportunity to provide educational materials to participants and attendees. Information will be focused on fueling and recovering with beef.
- **Ohio Association of Nutrition and Dietetics Conference**

Coordinate nutrition session with a provided speaker from the national nutrition seminar list during the 2017 OAND Conference by the nationally funded nutrition seminar program. In addition, exhibit in trade show and sponsor an event and/or beef meal during the conference. OBC will also coordinate with Ohio Pork Council, Ohio Poultry, and American Dairy Mideast to host a pre-conference farm tour in Columbus.

- American Association of Pediatric Professionals
Coordinate beef nutrition research session with a provided speaker from the national nutrition seminar list during the 2017 AAP Conference by the nationally funded nutrition seminar program. In addition, exhibit in trade show to distribute beef nutrition research findings and answer questions regarding beef production, and beef info on their electronic newsletters.
- Nutrition Contractor
OBC will invest resources into working with a registered dietician in 2017. This individual will network and disseminate information on the behalf of OBC.
- Printed Materials
OBC will work together with NCBA to continue state implementation of the national checkoff nutrition messaging by distributing nutrition information and/or exhibiting at health conferences.
- Ohio Beef Council 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.

Stewardship

Educate on how we raise cattle and produce beef today through interactive content and experiences.

- Food Blogger and Twitter Party Engagements Ohio Beef will continue to meet millennials online by spon
Live feeds and provide material for the recipe section of OhioBeef.org during the FY17 year to promote cooking with beef and incorporating beef into an active lifestyle. To further maximize our investment and social reach OBC will be using Pinterest. New to 2017 will be a small blog series focusing on veal.
- Meijer Beef Blogger Trip
The Ohio Beef Council will sponsor three (3) food bloggers to attend a Meijer beef immersion experience. The event will be hosted by Meijer, Meijer Registered Dieticians, Ohio, Kentucky, Michigan and Wisconsin Beef Councils, and Certified Angus Beef. The target goal is to merge retail beef sales with millennial mom digital experience and beef knowledge. This program builds on the success of the 2016 #BlogMeetsBeef Tour hosted in Columbus, Ohio.
- For Your InFARMation Educational Program

Utilize beef checkoff funds to extend the reach of the For Your InFARMed program, which is designed to teach Ohio third-graders about farmers and the economy, livestock farming, keys to safe and healthy food, energy and renewable resources, careers in agriculture and more. The materials support academic content standards for language arts, social studies, science and math, and can be downloaded free of charge at www.ForYourInFARMed.com.

- Ohio State University Pasture to Plate & Explore Beef Programming

The Ohio State University Extension will provide programming including farm tours for consumer influencers to better understand what happens on Ohio farms and how beef makes its way from the farm to their plate.

- Ohio State Fair 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.

- Ohio State Fair

Promote beef and veal industries to consumers attending fair through cooler display; beef miniature golf course; interactive AG is Cool Display; and environmental, food safety, nutrition and beef and veal educational stations.

- Influencer Tours

Establish an "influencer" tour to educate Ohio health professionals, bloggers and media influencers on modern beef production. Promote positive news about the beef industry and Ohio's beef producers and extend existing checkoff resources like www.factsaboutbeef.com, production fact sheets, etc. OBC will work to engage print and broadcast media outlets, local food and nutrition influencers to create a meaningful online beef dialogue via social media tools such as blogs, podcasts, etc.

- Youth Education Events

Coordinate and sponsor Ag Day celebrations, such as Scarlet & Gray Ag Day at OSU, Farm to Fork Events, educational programs like the Ohio Farm Bureau Federation's Ag in the Classroom program, CFAES Annual Banquet, and other youth-oriented events.

- Virtual Farm Tours

OBC will work with Wilt PR to host high school classrooms across Ohio on virtual field trips. These interactive experiences allow students the chance to tour a farm from the convenience of their classrooms. This program will focus on connecting with many classrooms that have already been engaged through the BEEFonomics program. A group of Ohio beef farmers will be engaged and trained on how to host these virtual tours with the assistance of OBC staff and technology.

- 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 ultimate 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. Special emphasis will be placed on BQA youth education in 2017 through the OCA BEST program and other educational opportunities.

- **BEEF 509/510 - Marketing Quality and Consistent Beef in Ohio**
Coordinate a 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. 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 course is designed for those who have completed the 509 course.
- **Environmental Stewardship Program**
Sponsorship of the 2017 Environmental Stewardship award video that highlights an Ohio family farm going above and beyond to be true stewards of the beef community.
- **Ohio State University Food Animal Medicine Club Conference**
Participate as one of the sponsors for the Food Animal Medicine Club at The Ohio State University College of Veterinary Medicine annual OSU Food Animal Medicine Student Symposium in April, 2017. Help secure appropriate beef veterinarian as a speaker.
- **Exhibits**
Display the Ohio Beef Council exhibit at events where producers can get information about the checkoff program and ask questions. Locations may include Ohio Beef Expo, Farm Science Review, and Ohio Dairy Expo.
- **Young Cattlemen's Conference and Tour Sponsorship**
Provide support of this annual leadership development conference to educate participants on topics emphasizing the success of the beef checkoff, marketing relationships and consumer preferences.
- **Ohio FFA Fights Hunger Initiative**
OBC will join in with other commodity groups and the Ohio FFA Foundation for the Ohio FFA Fights Hunger Initiative. The OBC will donate raw product to food banks and educational materials that focus on the nutritional power beef has at an affordable price.
- **Ohio Beef Council Social Media Advertising**
OBC would invest monthly to boost social media posts to reach more of the council's growing social media network to extend beef message to more consumers.

- 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 any and all promotional materials (i.e. brochures, child and adult nutrition information, BIWFD materials, and posters). This also includes banner ups, new county black boards, and other shared county materials.

ISSUES MANAGEMENT

Lead planning and responses to beef issues and crisis while reintroducing faces of beef to consumers.

- Beef and Veal Issues Management

The OBC will be a part of the NCBA's media monitoring system: Lexis Nexis. 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.

- 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 NCBA's Daren Williams. Staff will encourage the OBC and OCA boards, Ohio Cattlewomen leaders, beef ambassadors and other industry leaders to complete the course. OBC will mobilize graduates to action when industry issues arise.

- Ohio Beef Farmer Profile Video Production

OBC will produce two (2) short four (4) to five (5) minute videos; featuring Ohio Beef farming families. As videos are ready they will be disseminated through social media, driving consumers to OhioBeef.org and giving them a better understanding of the Ohio Beef Council.

- Ohio Beef Ambassador Program (OBAP)

The OBC and the Director of PR and Consumer Marketing will assist the Ohio Cattlewomen with the OBAP by providing guidance and training to the 2017 OBAP. Additionally, the OBC will share contest expense, provide attire for ambassador team, reimburse travel when utilizing the ambassadors and share in paying travel expenses for the Ohio contestant to attend then National Cattlemen's Beef Association Convention.

- Ohio FFA Social Media Contest

OBC will work with Ohio FFA Staff to encourage members to share their story of agriculture via social media. This contest will focus on how young agriculturalists are engaging in production agriculture across the state, and drive them to participate in the Masters of Beef Advocacy program.

- Ohio Livestock Coalition

Support and maintain one board of director's seat on the Ohio Livestock Coalition. The purpose of OLC is to assist the livestock industry in 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.

- AgriPower Attendee Sponsorship

OBC will help identify and select a beef community representative to participate in the Ohio Farm Bureau's AgriPower leadership development and spokesperson training program.

- Midwest Association of State Departments of Agriculture Conference Sponsorship

Ohio will be hosting the MASDA annual conference in 2017, OBC will partner with MASDA to provide sponsorship dollars. The conference will bring together commodity leaders from across the Midwest to enhance current marketing efforts both domestically and internationally.

- Ohio Beef Council 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.

- Printed Materials

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PRODUCER COMMUNICATIONS

Keeping Ohio producers informed of how their checkoff dollars are being spent on the state and national levels and to provide them with a communication outlet for input to the programs.

- **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, etc. and radio could involve Brownfield News, Ohio Ag Net plus In Ohio Country Today.
- **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 to be 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.
- **Checkoff Video Updates**
The OBC will plan a year-end, with the possibility of a bi-yearly update, on Checkoff dollars usage via video update. Videos will be disseminated to producers and stakeholders through the Producer Post email newsletter and at producer events.
- **Leather Calendars**
For the Holidays, OBC will distribute leather calendars to auction markets, ODA and other key industry leaders.
- **Producer Communication Newsletters**
OBC will work to extend bi-weekly editions of the Producer's Post 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 in an effort 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.