

# OHIO BEEF COUNCIL

# Annual Report

CHECKOFF DOLLARS: BUILDING BEEF DEMAND IN 2016

10600 U.S. HIGHWAY 42 ● MARYSVILLE, OH 43040

614.873.6736 ● WWW.OHIOBEEF.ORG



## 4-MILER RACE

In October, the Ohio Beef Council (OBC) was a title sponsor for the Ohio State 4-Miler race. A record breaking 15,000 runners, cheered on by thousands of additional friends and family, "finished on the 50-yard line" of the OSU Football stadium. During the race OBC distributed over 8,000 pieces of beef jerky and information on the 30-day beef protein challenge and provided a beef Snapchat filter. In addition, beef was featured on the race jerseys and participant medals. Prior to the race, beef was highlighted in the on-air race sign-up and OBC placed beef nutrition information in the digital race training guide and race program. The promotion was topped-off with the release of a video featuring Ohio State's Shelley Meyer reinforcing the importance of including high quality proteins like beef in the diet.



## BENGALS PROMOTION



OBC partnered with the Cincinnati Bengals for a season long promotion that highlighted beef at tailgates and celebrated game day. The promotion consisted of preseason messages to Bengals fans on the official Bengal's website that lead to a landing page with beef recipes for the upcoming season. Additionally, OBC was featured during Bengals radio broadcasts and on the official

Bengal's Facebook page and Twitter feed. For the Bengal's home opener, OBC was on hand to distribute Confident Cooking with beef brochures, tailgating recipes and over 3,000 beef samples to fans in the Jungle Zone. Bengals fans that tailgated with beef received prizes and were featured on OBC social media.

## PROSTART OHIO

OBC helped six ProStart schools come together for the 25th Annual Ohio Invitational in early 2016. This culinary competition puts ProStart students to the test through a variety of challenges including menu creation, food safety, food preparation and cooking a prepared dish. The ProStart program helps set the skills foundation necessary to have a successful culinary career in the food industry. OBC is involved to ensure students have experience with beef and to answer their questions about production and how beef makes it way to the plate.



## TASTES & TRADITIONS



In 2016 OBC partnered with The Ohio State University Department of Athletics to launch the first ever Tastes and Traditions magazine. This magazine focused on helping consumers better understand the traditions of game day, as well as provide recipes to

enhance their tailgates both at the game and at home. Over 250,000 copies of the printed magazine were distributed. Campaign elements included a social media contest for consumers to submit their favorite tailgate recipe with winners featured on the score board of each home football game. OBC capitalized on the magazine's traditions theme by featuring the tradition Ohio's beef farming families have in raising healthy, high-quality beef. OBC also worked with Shelley Meyer, wife of head football coach Urban Meyer, to produce a video that featured her favorite tailgating recipe Smoky Chipotle Beef Chili.

## TEAM BEEF



Ohio's Team Beef is part of a national initiative that connects fitness minded consumers and producers with the resources they need to be spokespeople for beef at races, competitions and in their local communities. The Ohio team consists of over 40 members that represent the beef community and collectively competed at over 200 events in 2016. Throughout

the year, Team Beef members spread the word about beef by competing at events and communicating with their fellow runners and on social media networks. This group focuses their message on the importance of beef in the diets of consumers with active lifestyles.



## BURGER WEEK PROMOTIONS

In 2016 OBC was a presenting sponsor of the second annual Cincinnati Burger Week in July and the first Columbus Burger Week in September. The Cincinnati promotion featured over 50 restaurants advertising a \$6 burger. Participating restaurants reported even larger volumes of customers and burger sales than previous years. In Columbus interest was so great, the number of those participating was expanded to include nearly 100 restaurants. For both promotions OBC hosted social media contests that netted several hundred entries for additional beef prizes.



## BLOGGING ABOUT BEEF



Throughout the year OBC partnered with food bloggers from across the state to celebrate five campaigns: Fitness and Nutrition, Beef Month, Back to School Lunch Ideas, Crocktober, and Roasting and Toasting the Holidays. Cumulatively, the bloggers received more than

545,000 website views per month and have a combined 211,000 Facebook fans, 145,000 Pinterest followers, 16,500 Twitter followers, 35,000 Instagram followers. Thanks to the large number of shares of beef recipes on social media, the blogs reached over a million consumers through Facebook, Twitter, Instagram, and Pinterest. In addition, OBC hosted several Twitter parties with the food bloggers that reached over 200,000 consumers each time which furthers the reach of the blogs.

## OHIO STATE FAIR



OBC joined forces with the Columbus Clippers for the second annual Capital City Burger Battle at the 2016 Ohio State Fair. This event featured a burger cook off, steak sampling, beef trivia, Clippers mascots and activities for fair goers. Four teams of contestants battled to claim this year's title. Beef Council members were on hand

to help cook steaks, hand out samples and answer questions consumers had about beef and the beef industry. The event continues to grow in numbers and in popularity.

## BEEF GIVES BACK

In December OBC partnered with Kroger and the Ohio Corn Marketing Program to provide beef to families in-need during the holiday season. Nearly 7,000 pounds of ground beef were delivered to the Mid-Ohio Foodbank on December 19, providing 28,000 nutritious beef meals. The donation was the result of a social media campaign that encouraged social media enthusiasts to 'share' a post on Facebook, and 'like' both the Ohio Beef Council and Kroger Facebook pages which resulted in over 7,700 shares.



## NUTRITION INFLUENCERS

OBC, in collaboration with the state's other commodity groups, hosted nutritionists and dietary professionals on a farm tour held in conjunction with their state conference. This Pasture to Plate event gave 30 attendees a chance to visit the Ohio State University's beef and dairy farms. After talking about production practices, attendees had the chance to engage with farm managers in a question and answer session to help address specific concerns and provide additional information. Topics covered included food safety, sustainability, the use of antibiotics and hormones in beef. Additionally, OBC engages with pediatric professionals through electronic newsletters and exhibits at their annual meeting. Ensuring these professionals are at ease with beef is important as they have the ability to influence countless consumers through their practices.



## OHIO BEEF COUNCIL FINANCIAL REPORT

### STATEMENT OF REVENUE & EXPENSES FOR JANUARY 1, 2016 - DECEMBER 31, 2016

#### Revenues:

Federal Checkoff Assessments	\$1,010,552
Less: Remittances to States of Origin	(\$422,399)
Remittances to Beef Board	(\$294,229)
Net Assessments	\$293,925
State Checkoff Assessments	\$457,305
Less: Refunds	(\$8,917)
Net Assessments	\$448,389
Other Revenue	\$46,727

**Total Revenues** **\$789,040**

#### Fund Balance:

Beginning of Period	\$644,980
End of Period	\$681,442

#### Expenses:

National Program Investments	
U.S. Meat Export Federation	(\$14,000)
National Cattlemen's Beef Association	(\$14,000)
Total National Program Investments	(\$28,000)
Administration	(\$105,545)
Promotion	(\$317,563)
Consumer Information	(\$203,635)
Producer Communications	(\$50,814)
Industry Information	(\$35,513)
Collection & Compliance	(\$28,143)
State Checkoff Expenses	(\$3,366)
Total Program Expenses	(\$639,034)

**Total Expenses** **(\$772,579)**

**Excess of Revenues Over Expenses** **\$16,461**



## MY FELLOW BEEF PRODUCERS,



When you load the truck bed with feed and turn on the ignition in your pickup, there's a good chance you know your destination ahead of time. When you invest in your Beef Checkoff Program, that knowledge of destination is just as important.

The Beef Industry Long Range Plan 2016-2020 provides beef producers an important sense of direction and purpose. Its 2020 Strategic Objective – to Increase the Beef Demand Index measure by 2 percent annually over the next five years – delivers a goal that allows industry leaders and the staffs of contracting organizations to measure their progress for the work they are doing. It also gives producers a key tool to help them determine how well their checkoff dollars are working to build demand for beef.

State beef council and national leaders are already working toward the goals it presents. The four areas you will read about below give us focus to deal effectively with the myriad of issues with which we struggle as an industry. They are a thoughtful, serious effort to make sure our work as an industry has tangible results.

As we struggle with limited budgets and increasing needs, this kind of focus is crucial. There's no question that within our states we have varying priorities and different sets of needs. With an eye toward better management of checkoff dollars, though, our Beef Industry Long Range Plan is a way to get everyone headed toward the final destination.

Yours Truly,



Steve Hanson, Chairman  
Federation of State Beef Councils



Funded by the Beef Checkoff.

## PROTECT AND ENHANCE THE BUSINESS AND POLITICAL CLIMATE FOR BEEF

**Develop crisis management plans and attract, develop and enable the next generation.**

Example: The beef industry faces many issues not of its own making that could have a negative impact on beef producers and their livelihoods. Playing good defense in cases where bad publicity might impact our industry has been recognized as a crucial element of the Beef Checkoff Program.

In the fall of 2015 the World Health Organization's International Agency for Research on Cancer issued a report that identified red meat as "probably carcinogenic to humans," and processed meats as "carcinogenic to humans." Sensational headlines naturally followed, and significant media exposure assured it would be one of the biggest news days in red meat history. What could have turned out negative ended up balanced, however, thanks partly to experienced preparation and management of the issue by the beef checkoff.

Through spokesperson appearances, releases, fact sheets and many other forms of outreach, the industry responded, and these checkoff-funded efforts were combined with consumer reactions and skepticism that resulted in a stunning occurrence – the WHO clarified its position by saying "the latest IARC review does not ask people to stop eating processed meats" and that it was a "shortcoming" of IARC's classification process that led to its original report.

The efforts did not go unnoticed in the agricultural community. In recognition of the beef industry's checkoff-funded work, the Agricultural Relations Council presented the beef checkoff top honors in the Golden ARC Awards, including first place in the Issues Management category and the Golden ARC de Excellence, the organization's highest honor recognizing excellence in agricultural public relations.

## DRIVE GROWTH IN BEEF EXPORTS

**Promote unique attributes of U.S. Beef in foreign markets.**

Example: With the support of the Beef Checkoff Program, the U.S. beef industry is finding exciting new opportunities in Japan, one of the most important export markets for its products. In fact, the popularity of U.S. beef in Japan is well-illustrated in the 2016 beef export results.



June exports to Japan were the largest in nearly two years, up nearly 30 percent year-over-year. January-June exports climbed 12 percent in volume and 5 percent in value. Japan's import data also show a strong rebound in market share for U.S. beef

at 38.5 percent – up from 33 percent in the first half of 2015.

One key focus of this effort is to educate retail and foodservice buyers about the wide range of U.S. beef cuts that appeal to their customers. While Japan has traditionally been known as a destination for forequarter cuts and "thin meats," consumers are responding very positively to high-quality U.S. middle meats as well as barbecue cuts such as brisket, chuck roll and short ribs. The U.S. Meat Export Federation's (USMEF) checkoff-supported Urban BBQ campaign is designed to show Japanese consumers that American-style barbecue meals can easily be prepared without large smokers or other professional equipment. Through the campaign, the organization explain that preparing American-style barbecue is fun and easy, widening the range of U.S. beef cuts that appeal to Japanese consumers.

Beef tongue also continues to be a mainstay item for Japan. About two-thirds of the tongues harvested from U.S. fed cattle go to that country.



## PROMOTE AND STRENGTHEN BEEF'S VALUE PROPOSITION

*Revolutionize beef marketing and merchandising, research and communicate beef's nutritional benefits, and connect and communicate directly with consumers.*

Example: Beef isn't just for lunch and dinner anymore. And the beef industry has research to back up that statement.

Research conducted by Heather Leidy, Ph.D., of the University of Missouri found that daily consumption of a higher-protein breakfast that included two eggs and 1.5 ounces of beef was superior to both a normal protein breakfast featuring milk and cereal or skipping breakfast altogether, in terms of improving appetite control, curbing food cravings and reducing unhealthy snacking in overweight or obese teenage girls who routinely skip their breakfast meal. The research was featured in both the American Journal of Clinical Nutrition and the Nutrition Journal.



"Protein at breakfast appears to be a good target to increase protein intake," Leidy says. "A high-protein breakfast seems to reduce food craving-based neural signals, and improve overall diet quality."

Other research funded through the Beef Checkoff Program verifies the benefit of balancing protein intake throughout the day.

This kind of independent research helps the industry promote healthy diets and optimal protein intake and is used in promotions such as the checkoff-funded 30-Day-Protein Challenge provides sound scientific support for programs that encourage consumers to include beef in their meals throughout the day. Thousands of consumers have become active in the Challenge, thanks to both state beef council and national efforts to promote it.

## CATTLEMEN'S BEEF BOARD FISCAL YEAR 2016 EXPENDITURES

Promotion	\$7,483,378
Research	\$9,755,701
Consumer Information	\$7,279,544
Industry Information	\$3,054,637
Foreign Marketing	\$8,123,678
Producer Communications	\$1,460,199
Program Evaluation	\$203,164
Program Development	\$265,182
USDA Oversight	\$349,025
Administration	\$1,746,258
<b>TOTAL EXPENSES</b>	<b>\$39,720,766</b>

*Unaudited Numbers*

\*This total also includes CBB's costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.

## GROW CONSUMER TRUST IN BEEF AND BEEF PRODUCTION

*Ensure beef safety, protect beef's image and engage beef advocates.*

Example: The checkoff-backed Beef Quality Assurance program delivers to producers a set of best practices for generating quality beef. It does this by supporting practices that focus on good record keeping and protecting herd health, all the way from raising and feeding through transportation, for both traditional beef and dairy operations.

BQA manuals provide straightforward information to U.S. beef producers and a framework for national consistency. At the same time, BQA is state-administered, allowing individual states to determine the best programs that will meet the needs of that state's producers.

The BQA program also gives consumers positive assurances about the beef they eat. It delivers a positive message about the common sense husbandry techniques, founded on accepted scientific knowledge, used in cattle raising today, and reinforces a message about the already strong safety and wholesomeness of the U.S. beef supply. The premise of the program is that when better quality cows leave the farm and reach the marketplace, the producer, packer and consumer all benefit.

BQA is a widely accepted and broadly adopted routine throughout the beef industry. It's estimated that 90 percent of the fed cattle being raised for beef are produced under BQA management practices.

Throughout the past year BQA has worked to grow its resources and tools for beef producers, including revisions and updates of the Feedyard Assessment and a partnership with the dairy industry on the widely accepted Farmers Assuring Responsible Management (FARM) program. The updated Feedyard Assessment, originally developed in 2009, brings the industry accepted-document up-to-date and draws producers' attention to industry topics of importance, including antibiotic stewardship practices. By partnering with FARM the BQA program will now be able to deliver to dairies throughout the United States important husbandry techniques that can improve the quality of beef coming from the dairy sector.

