

OHIO BEEF COUNCIL ANNUAL REPORT 2024

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2024 Highlights video



Over 1.6M Video Views

The Ohio Beef Council (OBC) created a culinary studio to boost consumer confidence in cooking beef through online videos. The studio features OBC's Chef series, with Ohio chefs like Wayne Lewis and Vinnie Cimino preparing beef dishes such as ribeye steaks, short ribs, and smash burgers. Recipes and tips are available on OBC's YouTube channel and at ohiobeef.org.



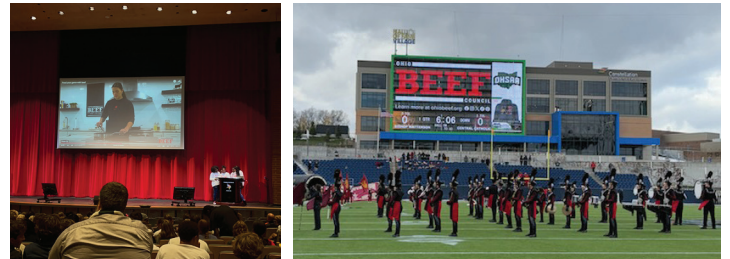
10K Race Day Packets

OBC was a presenting sponsor for The Ohio State University's 4Miler race in 2024. Over 10,000 racers gathered around The Shoe to #FinishOnThe50. Beef was well represented as it was featured on all race materials, promotional pieces, and advertisements. OBC had a presence at the race site to hand out beef jerky, and recipes, and teach racers about the nutritional benefits of beef in an active lifestyle.



60K Plus Viewers Streaming ESPN

OBC, in partnership with Ohio State University (OSU), brought back Gameday Tastes & Traditions to highlight beef's nutritional benefits. OBC worked with OSU athletes like Emily Londot, a four-time Preseason All-Big Ten member from Women's Volleyball, and Joy Dunne, a national champion from Women's Ice Hockey. Both shared their favorite beef recipes, showcasing how beef fuels performance and adds flavor to celebrations.



19K Emails into Ohio Schools

Through a partnership with the Ohio High School Athletic Association (OHSAA), OBC emailed 19,000 middle and high school principals, superintendents, athletic directors, coaches, and officials about beef's nutritional benefits for students and student-athletes. OBC highlighted beef's role in an active lifestyle with a nutrition message from Anne Gest and NIL athlete videos at the OHSAA Student Leadership Conference, where over 800 attendees learned to build strong character and leadership.



K-12 Resources

With the success of the Beef in the Classroom grant, OBC is working on creating a Beef Toolkit for Family and Consumer Sciences (FCS) teachers to utilize in the coming school year. This resource will provide teachers with the information needed to utilize beef in the classroom for a variety of FCS courses. Be on the lookout for updates and links to share with your local schools.

DRIVING THE DEMAND FOR BEEF.



Producer Education and Resources

OBC, in partnership with Ohio State's Meat Science Extension, hosted BEEF 509 to help producers bridge the gap from gate-to-plate. The course covered cattle evaluation, quality grading, carcass fabrication, and beef pricing, along with Beef Quality Assurance certification and an Ohio Beef Checkoff update. By providing these tools, OBC supports Ohio's beef farmers in producing high-quality beef, ensuring a better eating experience and building consumer trust. OBC continues to update resources for producers.

Financial Report

Statements of Revenues & Expenses for January 1, 2024 - December 31, 2024

Revenues

Federal Checkoff Assessments	\$1,058,854	
Less: Remittances to States of Origin	(\$395,356)	
Remittances to Beef Board	(\$334,087)	
Net Assessments		\$329,411
State Checkoff Assessments	\$532,766	
Less: Refunds	(\$5,676)	
Net Assessments		\$527,090
Other Revenue	\$45,887	
Total Revenues		\$902,388

Expenses

National Program Investments		
U. S. Meat Export Federation	(\$8,600)	
Federation SBC Investments	(\$14,000)	
Total National Program Investments		(\$22,600)
Administration		(\$161,717)
Industry Information	(\$78,862)	
Promotions	(\$200,346)	
Consumer Information	(\$306,684)	
Producer Communications	(\$57,668)	
Collection & Compliance	(\$20,512)	
State Checkoff Expenses	(\$19,523)	
Total Program Expenses		(\$683,596)
Total Expenses		(\$867,913)
Excess of Revenues Over Expenses		\$34,475

Fund Balance

Beginning of Period	\$1,140,510
End of Period	\$1,174,985

Audited numbers

2024 Operating Committee

Erin Stickel, Bowling Green, Chairman
 Becky Reed, Springfield, Vice Chairman
 Stan Smith, Canal Winchester, Treasurer
 Mandy Atterholt, Loudonville
 Mark Goecke, Spencerville
 Lou Ellen Harr, Jeromesville
 Bret Layman, Johnstown
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 Barb Watts, Alexandria
 Elizabeth Harsh, Executive Director

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