

Ohio Beef Council Annual Report 2025

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2025 Highlights video



Retail & Media Partnerships

The year began with a strong partnership with Kroger, featuring National Soup Month media appearances, a *Grilling for Good* summer event, statewide in-store recipe tear pads, and television segments that reached more than 645,000 consumers.



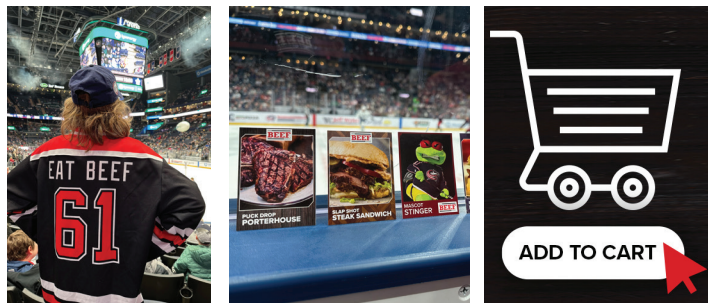
Digital & Consumer Campaign Impact

OBC video content generated more than 1.5 million views worldwide, while the Eat Beef Ohio Passport encouraged support for local restaurants and meat markets, driving 25,000 website visits and 120,000 social media views.



Athlete & Campus Engagement

Through Ohio State University events and student-athlete partnerships, OBC highlighted beef's role in performance nutrition. Activations included the OSU 4-Miler, where 12,000 runners received lean beef recipe cards and beef snacks, and the Game Day Taste & Traditions video series featuring Carson Hinzman, Mia Thuman, and Kennedy Cambridge.



National & Professional Partnerships

New and expanded partnerships amplified beef's message statewide and beyond. A collaboration with the Columbus Blue Jackets reached millions of fans throughout the season, while two *Beef. It's What's For Dinner.* e-commerce campaigns inspired \$348 million in national beef sales and more than \$6 million in traceable Ohio sales.



Statewide Sports Nutrition Education

In partnership with the Ohio High School Athletic Association, the beef checkoff reached more than 2 million fans across 75 state championships, promoting the Sports Nutrition Game Plan and positioning lean beef as a top protein choice for student-athletes and their families.



Education from Farm to Fork

Through hands-on tours, classroom resources, culinary competitions, and public outreach, OBC educated millions of consumers, students, and professionals about beef nutrition, food safety, and Ohio's beef farm families—strengthening trust and growing demand for beef across the state.

DRIVING THE DEMAND FOR BEEF.



Producer Education & Engagement

OBC strengthened connections with beef producers through leadership development, hands-on education, and consistent communication. Programs such as BEEF 509, the Ohio Beef Youth Council, and engagement at key events—including the Ohio Beef Expo, Ohio State Fair, and Farm Science Review—equipped producers with tools to add value, share beef’s story with confidence, and grow demand for Ohio beef.

Financial Report

Statements of Revenues & Expenses for January 1, 2025 - December 31, 2025

Revenues

| | | |
|---------------------------------------|-------------|------------------|
| Federal Checkoff Assessments | \$1,024,903 | |
| Less: Remittances to States of Origin | (\$383,669) | |
| Remittances to Beef Board | (\$319,502) | |
| Net Assessments | | \$321,732 |
| State Checkoff Assessments | \$523,902 | |
| Less: Refunds | (\$3,426) | |
| Net Assessments | | \$520,476 |
| Other Revenue | | \$43,368 |
| Total Revenues | | \$885,576 |

Expenses

| | | |
|------------------------------------|-------------|-------------|
| National Program Investments | | |
| U. S. Meat Export Federation | (\$10,847) | |
| Federation SBC Investments | (\$14,000) | |
| Total National Program Investments | | (\$24,847) |
| Administration | | (\$195,565) |
| Industry Information | (\$124,581) | |
| Promotions | (\$190,681) | |
| Consumer Information | (\$337,075) | |
| Producer Communications | (\$50,032) | |
| Collection & Compliance | (\$21,756) | |
| State Checkoff Expenses | (\$35,291) | |
| Total Program Expenses | | (\$759,417) |
| Total Expenses | | (\$979,829) |
| Excess of Revenues Over Expenses | | (\$94,254) |

Fund Balance

| | |
|---------------------|-------------|
| Beginning of Period | \$1,174,985 |
| End of Period | \$1,080,731 |

Audited numbers

2025 Operating Committee

Erin Stickel, Bowling Green, Chairman
 Becky Reed, Springfield, Vice Chairman
 Stan Smith, Canal Winchester, Treasurer
 Mandy Atterholt, Loudonville
 Emily Chester, Oregonia
 Mark Goecke, Spencerville
 Lou Ellen Harr, Jeromesville
 Rose Hartschuh, Sycamore
 Ben Klick, Navarre
 Em Mowrer, Barnesville
 Jake Osborn, Lynchburg
 Ben Seibert, St. Mary's
 Bill Sexten, Washington C.H.
 Susie Turner, Somerset
 Barb Watts, Alexandria
 Tracy Intihar, Ohio Dept. of Agriculture
 Elizabeth Harsh, Executive Director

Learn more about how your Checkoff dollars are invested at www.ohiobeef.org or www.beefboard.org.

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