

Your \$2 CHECKOFF UPDATE

Investing in programs that build beef demand to keep beef top-of-mind for consumers.

FY24 March



2024 Marketing Plan



2024 Ohio Beef Council Marketing Plan Released

The Ohio Beef Council (OBC) recently published its FY24 marketing plan, providing insight into Checkoff investments for the new year. The Beef Council's mission is to engage with Ohio's producers and consumers to strengthen the demand for beef. This is accomplished through an integrated state and national marketing partnership to grow consumers' trust in beef production. OBC will focus on four demand drivers of Nutrition, Raised and Grown, Eating Experience, and Convenience/Versatility. The complete FY24 Marketing Plan can be found on ohiobeef.org. One purpose of sharing the marketing plan is to provide transparency to Ohio's beef producers who invest in the Checkoff.

HELPING ATHLETES PERFORM FROM START TO FINISH



Proud supporters of
Ohio's Student Athletes



Beef Benefits in Sports Nutrition

State Beef Councils across the country collaborate to share resources showcasing beef's role in sports nutrition. The Texas Beef Council (TBC) launched the Sports Nutrition Game Plan website where high school and college coaches, athletic directors, and trainers can access tools for their programs. The Kansas Beef Council (KBC) recently teamed up with Kansas City Chiefs team dietitian, Leslie Bonci, RD, to share how everyone can fuel their bodies like a pro in the article "Meat-ing Your Needs." The article noted how beef is a good source of nutrients essential for active individuals to optimize their athletic potential.

In Jan. OBC, through a partnership with the Ohio High School Athletic Association, emailed 19,000 middle and high school principals, superintendents, athletic directors, coaches, and officials the latest dietary information on beef nutritional benefits for school-aged students and student-athletes.

Ohio Beef Council • 10600 U.S. Highway 42 • Marysville, OH 43040 • 614.873.6736 • www.ohiobeef.org



Forms and postage-free envelopes for remitting beef checkoff funds are available by contacting the Ohio Beef Council office. Please remember the Ohio Beef Council is required by federal law to collect a two percent late payment charge on any assessment due and not postmarked by the 15th of the month following the month of transaction. For example, all beef checkoff dollars collected during March are due by April 15. Any late remittance will automatically be assessed the two percent late payment charge. As always, we appreciate your assistance in the collection and conveyance of these funds.



Hosting OBC's Beef Bloggers

On Jan. 25, several Ohio commodity food bloggers, including four beef bloggers, stopped by the OBC kitchen to sample Beef. It's What's for Dinner. recipes and snacks before holding an educational session to kick off a three-day retreat. The professional development retreat was blogger-driven and stemmed from the success of the OBC Influencer Tour held last Oct.



Connecting with Beef Loving Restaurants

OBC is kicking off a new partnership with Cleveland Independents, a group of locally owned restaurants ranging from fine dining to casual, large and small, and assorted cuisines. During Cleveland Restaurant Week, March 4-16, participating Northeast local restaurants will offer three-course, prix-fixe meals featuring beef and veal. The partnership has also brought new restaurants from Cleveland and Columbus to participate in this summer's Eat Beef Ohio Passport. This is the beef council's free mobile-exclusive digital passport that allows consumers to check in at partnering restaurant locations across the state to eat beef, earn points and win prizes.

Applications from restaurants that want to be featured on the Eat Beef Ohio Passport are rolling in with a new addition to the 2024 pass. Launching May 1 and running through Sept., the pass will include a select number of meat markets that offer beef lunch and dinner options.



Improving the Quality of Beef

OBC in partnership with the Ohio State College of Food, Agricultural, and Environmental Sciences Meat Science Extension staff helped producers bridge the gap between gate-to-plate during BEEF 509 held Feb 23-24. The educational course teaches attendees the food side of the beef industry with live cattle evaluation, quality and yield grading, carcass fabrication and price value concepts. Information on the science of beef, Beef Quality Assurance certification, and an Ohio Beef Checkoff program update was also shared. Continuing to provide Ohio's beef farmers with the tools to produce high-quality beef ensures a better eating experience and builds trust with consumers.

**The Ohio Beef Expo is March 14-17.
Stop by the Ohio Beef Council for
more Checkoff updates.**

FY24 CALENDAR

- Mar. 14-17th** Ohio Beef Expo Trade Show
- April 14th** OSU 4-Miler Race
- April 21st** Meat & Greet Columbus Clippers
- May 1st** Eat Beef Ohio Passport Starts

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