

Your \$2 CHECKOFF UPDATE

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



THE FARMER INFLUENCE
The Beef Checkoff and the Ohio Beef Council (OBC) have been instrumental in helping Ohio's beef producers reach consumers through social media, YouTube, and Connected TV. OBC featured Farm Notes, a series of short videos featuring Ohio's top beef producers, for a series of videos with which we shared with our members. The second video of the year featured Harold and Jane Miller, who takes her time for cattle to help build beef demand. OBC's video content reached 2.5 million views.

FROM OUR FAMILY TO YOURS
OBC continues to build a strong relationship program with its members through its Beef Checkoff and Beef Checkoff video content. A list of all beef checkoff and content were shared with the producers and social partners. OBC and the Beef Checkoff hosted the 2023 Beef Checkoff Social Media Summit, which was held in Columbus, Ohio. The summit was a great opportunity for our members to connect with each other and share their experiences. A video report of the summit is available on the OBC website.

EDUCATING HEALTH PROFESSIONALS THROUGH THE BEEF CHECKOFF
Nutrition Coordinator Anna Gert presented at the 92nd Annual Ohio Academy of Nutrition and Dietetics Conference in April at Columbus State University. The conference was attended by over 800 registered dietitians, nutritionists, and nutrition students. Anna presented on the role of beef in a healthy diet and the benefits of beef for heart health. She also presented on the role of beef in a healthy diet and the benefits of beef for heart health. She also presented on the role of beef in a healthy diet and the benefits of beef for heart health.

UNDER THE BEEF INFLUENCE
OBC continues to build a strong relationship program with its members through its Beef Checkoff and Beef Checkoff video content. A list of all beef checkoff and content were shared with the producers and social partners. OBC and the Beef Checkoff hosted the 2023 Beef Checkoff Social Media Summit, which was held in Columbus, Ohio. The summit was a great opportunity for our members to connect with each other and share their experiences. A video report of the summit is available on the OBC website.



Ohio Beef Council Creates Culinary Studio

Social media is changing how consumers learn about food and cooking. Consequently, the Ohio Beef Council (OBC) and the Beef Checkoff opted to embrace these changes and adapt to help consumers gain more confidence in handling and cooking beef. The result was the creation of a culinary studio to further educate consumers through online videos and content.

The multi-functional space is used as an in-house kitchen production studio for recipe development, video and social content creation, and educational demonstrations. OBC will partner with chefs, nutritionists, meat scientists, and other professionals to bring the message and education of beef on the plate to consumers. The first of many recipe videos shot in the new space featured one of OBC's beef influencers and Brutus Buckeye promoting easy beef meals to fuel consumers throughout their day. The video, shared on OBC and Ohio State University's social media platforms, promoted the Ohio State 4Miler race held in April and sponsored by the Beef Checkoff. This promotion aligned with the council's marketing efforts and educational initiatives of beef as part of a healthy lifestyle.

"Having this space in our toolkit opens the door for more opportunities to reach and educate consumers more efficiently," said Erin Stickel, Wood County beef producer and chair of the Ohio Beef Council. "Consumers will now have a true farm-to-fork experience with Ohio Beef."

Follow @ohiobeef on Facebook, Instagram and YouTube or learn more at ohiobeef.org

2023 Ohio Beef Council Annual Report Released

The Ohio Beef Council (OBC) recently published its 2023 annual report, sharing Ohio Beef Checkoff program results directly with the producers who make these beef demand-building investments. The annual report includes an overview of revenues and expenditures for fiscal 2023 and summaries of programs for the year. The publication aims to provide financial transparency to Ohio's beef producers who pay the checkoff.

To request a copy of the annual report, please email beef@ohiobeef.org or call 614-873-6736. The annual report can also be viewed online at ohiobeef.org and was printed in the spring issue of the Ohio Cattleman magazine.

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 May are due by July 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.



Eat BEEF, Earn Points, and Win Prizes!

OBC is bringing back the Eat Beef Ohio Passport this summer and it's better than ever. Visit participating restaurants and select meat markets to eat beef, earn points, and win prizes. The program kicks off Beef Month on May 1, 2024, and runs through the end of September.

The passport, funded by Ohio's beef farm families through the Beef Checkoff program, highlights beef's versatility with cuisines ranging from American Steak House to authentic Filipino and Lebanese flavors. And let's not forget Ohio's best beef burgers and go-to deli sandwiches. Each location offers something for everyone, and each beef meal enjoyed earns points towards prizes including a drawing for a beef grand prize pack.

The Eat Beef Ohio Passport is free and easy to use. Restaurant goers can visit www.ohiobeef.org/eatbeefohio to sign up for the pass or by scanning QR codes found at each participating location. Select locations offer special discounts just for pass holders.

Find a full listing of participating restaurants at www.ohiobeef.org/eatbeefohio/restaurants



Women's Health and Beef

Ohio Beef Council was proud to sponsor the Ohio Academy of Nutrition and Dietetics Annual Meeting held April 12th in Cincinnati. Nutrition Coordinator Anna Gest was present to network with attendees and provide beef and nutrition resources. OBC, in partnership with NCBA's Nutrition Seminar Program, also sponsored session speaker Jenna Braddock, MSH, RDN, CSSD, LD/N, ACSM-CPT who presented on lifestyle and nutrition approaches to women's health.



Beef Promoted at OSU 4Miler for Race Day Recovery

OBC was a presenting sponsor for The Ohio State University's 4Miler race on April 14. 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.



Pairing Beef and Baseball

This year's OBC Meat & Greet partnership with the Columbus Clippers kicked off on April 21 when Luke Smith fired in the first pitch. Clippers players John Doxakis and Joe Donovan signed Cooking with Beef for Kids recipe books before the game and asked many questions about Ohio's beef farmers. With five more Meat & Greet Sundays this season, fans can enter their little leaguer for a chance to throw out the first pitch at <https://bit.ly/4a0FnuO>

Follow @ohiobeef on social for event dates.

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



OHIO BEEF COUNCIL OPERATING COMMITTEE Erin Stickel, Bowling Green, Chairman
 Becky Reed, Springfield, Vice Chairman • Stan Smith, Canal Winchester, Treasurer
 Mandy Atterholt, Loudonville • Mark Goecke, Allen • Lou Ellen Harr, Jeromesville •
 Bret Layman, Johnstown • Em Mowrer, Barnesville • Jake Osborn, Lynchburg • Allan Robison,
 Cable • Ben Seibert, St. Mary's • Bill Sexten, Washington C.H. • Susie Turner, Somerset •
 Kris Vincent, East Canton • Barb Watts, Alexandria • Elizabeth Harsh, Executive Director