

Your \$2 CHECKOFF UPDATE

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

FY25 July

OHIO
BEEF
COUNCIL

BEEF
IT'S WHAT'S
FOR DINNER.



Wellness made easy

Get the nutrition you need & the flavor you crave.



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Beef e-Commerce Campaign

The Ohio Beef Council (OBC), in partnership with the Beef Checkoff, extended the *Beef. It's What's for Dinner.* Spring Wellness e-commerce campaign at the state level throughout March and April. Partnering with a national retailer, the campaign achieved 74M impressions nationwide, resulting in \$238M in attributable beef sales. In Ohio alone, it delivered 1.86 million ad impressions and generated \$5.8 million in traceable beef sales.



Firing Up Grilling Season

The Ohio Beef Council and Kroger teamed up to launch grilling season with a cause at the Grilling for Good event, held at a local Kroger. OBC staff fired up the grill, serving sizzling, fresh—not frozen—Wendy's burgers to shoppers who donated non-perishable food items. Each donation supported area food banks, turning every burger into a bite that gave back. Shoppers also took home beef recipes and expert grilling tips—making it a delicious and educational way to start summer with great beef and even greater community impact.

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 July are due by Aug 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.



Taste of Home Summer Grilling “Grillable” Influencer Partnership

Beef. It’s What’s For Dinner. partnered with Taste of Home to celebrate all things summer grilling through the “Grillable” digital destination. The campaign featured cut education, beef recipes, and a series of influencer-led videos, including Sweet Melissa Cooks’ Beef-cuterie Board and Girl Meets Grill’s Flat Iron Steak with Herb Garlic Sauce. These videos were shared across social media, amplifying the campaign’s reach. Taste of Home also invited its audience to submit their own grilling photos and videos, which were edited into a compilation reel shared on both the website and social platforms.



Beef Up Your Burger Game and Nutrition

OBC Manager of Nutrition Education, Anna Gest joined Mark Bruce from Kroger on WTOL 11 for Good Day Toledo to share expert tips on building the perfect burger. She showcased four creative burger concepts by simply switching up the toppings, proving that burgers can be both flavorful and nutritious. Gest also spotlighted Ohio’s 15,000 beef farm families, whose commitment to raising high-quality beef makes every bite possible.



Beefing up School Menus

As part of OBC’s ongoing efforts to promote beef as a nutritious and versatile food, Anna Gest, Manager of Nutrition Education Programs, recently attended the Ohio Academy of Nutrition and Dietetics Annual Conference and the School Nutrition Association of Ohio Annual Conference. These events brought together hundreds of registered dietitians, nutrition professionals, and school foodservice stakeholders from across the state. By sharing up-to-date beef nutrition information, recipe ideas, and educational resources, the beef checkoff helps to ensure that beef continues to have a strong presence on menus and in nutrition conversations statewide.



Exploring Local Flavor with the Eat Beef Ohio Passport

The OBC continues to spotlight local stops on the Eat Beef Ohio passport, featuring farm-raised, family-owned meat markets across the state. At each stop, Kelly Keirn, Manager of Consumer Programs and Digital Marketing, shares tips for turning freezer beef into easy, delicious meals—especially on the grill. The Eat Beef Ohio passport also supports Ohio’s beef farm families while helping consumers make the most of their local beef purchases.

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