

Your \$2 CHECKOFF UPDATE

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

FY25 Nov

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Beef Sizzles on the Ice

OBC is excited to announce a new partnership with the Columbus Blue Jackets. This collaboration will showcase the power of beef to fuel performance and bring fans fresh opportunities to engage with beef both inside and outside the arena. Together, OBC and the Blue Jackets will highlight the taste, nutrition, and versatility of beef while connecting with passionate hockey fans across Ohio.



Beef Delivers Taste and Nutrition

Whether you're an athlete pushing through practice or a fan bringing the same energy to game day, success starts in the kitchen. This season, the Ohio Beef Council (OBC) is once again partnering with OSU Athletics to showcase the ultimate tailgating recipes in Game Day Taste & Traditions. Name, Image, and Likeness (NIL) videos featuring student-athletes Carson Hinzman (Football Offensive Line), Mia Tuman (Women's Volleyball) and Kennedy Cambridge (Women's Basketball) highlight how beef's nutrition supports strength, focus, and recovery—both on and off the field.

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 Nov are due by Dec 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.



Beef in the Classroom

This school year, OBC expanded its Beef in the Classroom grant program to reach even more Ohio educators. The program provides resources that bring real-world learning into the classroom while reinforcing key topics such as nutrition, food safety, culinary skills, agriculture, and science. Newly developed, free lesson plans give students a hands-on introduction to the beef industry—from farm to table. Activities cover beef production, carcass evaluation, retail cuts, quality grading, nutrition, and more, making it an ideal resource for classrooms seeking to connect curriculum with interactive, experiential learning.



Burger and Beer Week

OBC proudly served as the presenting sponsor of the 614 Burger & Beer Week, featuring mouthwatering beef burgers from over 40 local Columbus restaurants. Restaurants reported a 10-20 percent increase in sales with the OBC logo present on event signage, billboards, and spotted on new media outlets. The week was about more than just delicious food—every burger enjoyed supported The Kids Mental Health Foundation, helping fund programs that strengthen Ohio's youth and families. Great taste. Great cause. That's the power of beef.



Celebrating Farm to School

October was Farm to School Month, and OBC attended Minerva High School for a hydroponics presentation led by Minerva FFA students. The students shared how the lettuce they grow in the classroom makes its way to the school cafeteria, connecting their lessons directly to the lunch line. Director of Food Service, Stacey Bettis, gave a behind-the-scenes tour of the cafeteria kitchen, where the head cooks were proudly serving local beef. The beef came from a steer purchased by Minerva Local School District Food and Nutrition Services at the Stark County Fair. The steer's owner, Kynsie from Pero Farms, spoke about her passion for 4-H and how rewarding it was to see her efforts contribute to a nutritious school meal. The celebration continued at the elementary school, where students dressed up as farmers for the day and learned more about where their lunch comes from—bringing the farm-to-school connection full circle.



Burgers Break Another Record!

On behalf of the Beef Checkoff, OBC was proud to partner with the Hospitality Institute of Ohio to sponsor the Annual Burger Battle. Held on Oct. 28 at the Delaware County Fairgrounds in Delaware, the event brought together Ohio ProStart and Ohio Hospitality CTSO students and 33 burger entries for the industry judges to sample. It was an exciting day of creativity, competition, and, of course, incredible burgers—showcasing the talent of Ohio's next generation of culinary stars.

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