

Your \$2 CHECKOFF UPDATE

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

FY25 Sept

OHIO
BEEF
COUNCIL



Fresh Grilling Inspiration in Kroger Meat Cases

OBC is continuing its partnership with Kroger by featuring new grilling recipe point-of-sale materials at meat cases statewide. This season's promotion highlights one of the top beef recipes for summer grilling, giving shoppers fresh inspiration right at the store. These limited materials are also available for meat markets and grocery stores in your area.



Chef Rocco Whalen Teams Up with Ohio Beef Council

The Ohio Beef Council (OBC) recently partnered with Chef Rocco Whalen of Cleveland's renowned Fahrenheit to spotlight the Eat Beef Ohio Passport program. Designed to encourage diners to explore Ohio restaurants and enjoy locally raised beef, the passport connects consumers with chefs and farmers while celebrating the state's vibrant food scene.

Through the partnership, Chef Whalen showcased creative beef dishes and invited diners to join the passport experience, earning rewards while supporting Ohio's beef community.

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 Sept are due by Oct 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.



Ohio Beef Council & Anna Gest Receive Statewide Education Honor

The Ohio Association of Teachers of Family and Consumer Sciences (OATFACS) has honored Anna Gest, MS, RDN, LD, and the Ohio Beef Council with the Champion for Family and Consumer Sciences Education Award. This recognition highlights outstanding support for FCS programs that prepare students with nutrition, food, and life skills.

Through initiatives like the Beef in the Classroom Grant Program, curriculum development, and hands-on learning opportunities, the Ohio Beef Council has equipped educators with tools to inspire students and connect them with Ohio's agricultural community.



Back-to-School Made Easy with Beef Meatball Meal Ideas

It's a busy time of year, and OBC and the Beef Checkoff are here to help make mealtimes simple. The new Meatball Meal Ideas video series features quick, budget-friendly recipes that use beef meatballs as the star ingredient, paired with affordable pantry staples for easy weeknight dinners the whole family will enjoy.

Each recipe is part of a flexible meal plan that also includes a ready-to-use shopping list to save you time at the store.

Find the full plan at ohiobeef.org.



Beef at the Ohio State Fair

Fairgoers enjoyed learning about beef and discovering new recipes while earning points on their Eat Beef Ohio Passport by checking in at both Steak Barn locations during the Ohio State Fair.

Don't miss out—get your passport today at ohiobeef.org/eatbeefohio and collect points through September for a chance to win a delicious beef-filled grand prize!



Good Morning Toledo

Anna Gest, Manager of Nutrition Education Programs, reached 700,000 viewers on WTOL 11 Good Day Toledo with easy, nutritious, and budget-friendly back-to-school meal ideas. The live segment highlighted quick beef recipes that help busy families serve wholesome dinners without sacrificing flavor, reinforcing OBC's role as a trusted source for practical nutrition guidance.

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