

# Your \$2 CHECKOFF UPDATE

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

FY26 Jan

OHIO  
**BEEF**  
COUNCIL

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COUNCIL



2026  
Marketing Plan **BEEF** COUNCIL

## 2026 Ohio Beef Council Marketing Plan Released

The council has released its FY26 Marketing Plan, outlining how Beef Checkoff investments will support education and strengthen consumer understanding of beef's nutritional value and production practices. The plan highlights OBC's continued commitment to equipping Ohio consumers, educators, and producers with science-based information that builds trust in beef and encourages informed food choices.

The complete FY26 Marketing Plan is available at [ohiobeef.org](http://ohiobeef.org). Sharing this plan provides transparency for Ohio's beef producers and demonstrates how Beef Checkoff investments are used to educate consumers, build confidence in beef, and support long-term demand.



## E-Commerce Efforts Deliver Millions in Beef Sales for Ohio

In partnership with the Beef Checkoff, the Ohio Beef Council extended two national Beef. It's What's for Dinner. e-commerce campaigns statewide throughout 2025, bringing high-impact, consumer-focused messaging directly to Ohio shoppers. By collaborating with national retail partners, the campaigns connected consumers with beef at the point of purchase, driving measurable sales and reinforcing beef's value and versatility.

Collectively, these efforts drove \$348 million in attributable beef sales nationwide, including more than \$6 million in traceable beef sales occurring here in Ohio—demonstrating the strength of coordinated national and state-level promotion and its direct benefit to Ohio's beef industry.

Ohio Beef Council • 10600 U.S. Highway 42 • Marysville, OH 43040 • 614.873.6736 • [www.ohiobeef.org](http://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 Jan are due by Feb 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.



## From Test Kitchens to Menus: Advancing Beef in Foodservice

By collaborating with local foodservice test kitchens and Beef. It's What's for Dinner. chefs, OBC helps introduce new beef recipes and provides valuable beef cut education while expanding channel marketing across foodservice sectors. These efforts support menu innovation, operator training, and increased demand for beef.



## Holiday Video Series Drives Consumer Engagement

The holiday season provided a timely opportunity to educate consumers on proper beef handling and food safety—while roasting the halls. The Roasting & Hosting video series guided viewers through a complete holiday menu, featuring an appetizer, main course, dessert, and leftover recipe, paired with practical tips to help ensure a safe, delicious, and stress-free holiday experience.

The series resonated with audiences, generating more than 148,000 views across social platforms and reinforcing consumer confidence in preparing beef during the holidays.



## Upcoming Events Support Producer Education and Consumer Engagement

The Ohio Beef Council will participate in a variety of upcoming events designed to engage both producers and consumers. Producer-focused events, including the Buckeye Cattlemen's Summit and the Ohio Beef Expo, will offer opportunities to learn more about Beef Checkoff investments and program outcomes. Consumer-facing events such as Columbus Blue Jackets game nights and the OSU 4Miler will promote beef, encourage interaction, and help drive demand through education and hands-on experiences.

## FY26 CALENDAR

<b>Jan 1</b>	<b>Beef Promotion Grant Due</b>
Jan 3	CBJ Game Night
Jan 24	Buckeye Cattlemen's Summit
Feb 1	CBJ 5th Line 5K
Feb 27-28	Beef 509
<b>Mar 1</b>	<b>Beef Promotion Grant Due</b>
Mar 19-22	Ohio Beef Expo
Mar 29	CBJ Game Night
Apr 12	OSU 4Miler
Apr 14	Beef 360
May	Beef Month
<b>June 1</b>	<b>Beef Promotion Grant Due</b>
July 29-31	Ohio State Fair
Aug 1-9	Ohio State Fair
<b>Sept 1</b>	<b>Beef Promotion Grant Due</b>
Sept 22-24	Farm Science Review

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