

# Your \$2 CHECKOFF UPDATE

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

**FY26 July**

OHIO  
**BEEF**  
COUNCIL

**BEEF**  
✓



## Find the Ohio Beef Council at the State Fair—Explore the New ImAGine Ag Exhibit

The Ohio Beef Council is excited to be at the Ohio State Fair and to welcome fairgoers to the new ImAGine Ag Exhibit.

Developed with support from Ohio Beef Council staff, the ImAGine Ag Exhibit offers an interactive, hands-on way to explore modern agriculture and learn how food is raised and grown in Ohio. Visitors can dive into engaging displays that highlight farming practices, innovation, and the role Ohio farmers play in providing nutritious food.



## Girls Who Grill

As summer grilling season approached, the Ohio Beef Council brought women together for a memorable Girls Who Grill event—proving that a little rain can't put out the fire. Participants embraced the weather while building confidence at the grill and sharpening their beef know-how.

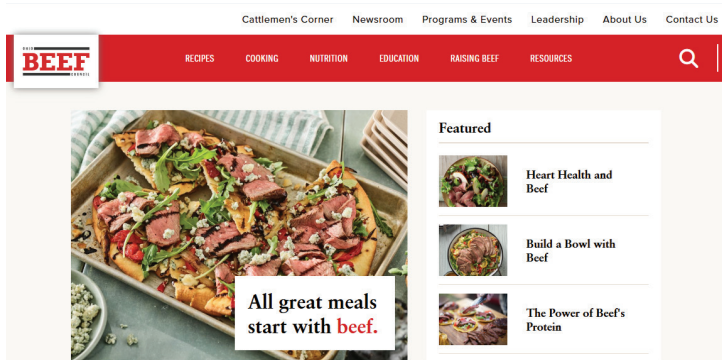
Part of the Beef. It's What's For Dinner. Girls Who Grill program, the Beef Checkoff-funded initiative, empowers women through hands-on grilling education led by expert pit masters. Attendees learned essential skills, from selecting the right beef cuts to managing heat zones and building bold flavor for summer entertaining.

Guests also enjoyed live demonstrations, practical tips, and beef-forward recipes perfect for warm-weather gatherings. The event was made possible with support from valued partners, including The Ohio State University Department of Animal Sciences Meat Science program, Weber Inc., City Barbeque, and Sakura Wagyu Farms.

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 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.



## Fresh Look, Same Commitment to Ohio Beef

The Beef Checkoff is excited to share a refreshed look for Ohio Beef Council online! The updated [ohiobeef.org](http://ohiobeef.org) is designed to better serve Ohio consumers, educators, and producers with a cleaner design, improved navigation, and easier access to trusted beef information. From crave-worthy recipes and grilling inspiration to nutrition resources, classroom tools, and producer-focused content, the refreshed site makes it simpler to find what you need—whether you're planning dinner, teaching the next generation, or sharing how beef is raised and grown in Ohio.

This refresh reflects our ongoing commitment to transparency, education, and strengthening demand for beef by meeting audiences where they are—online, on mobile, and ready to explore. Take a look around, discover what's new, and bookmark your favorite resources as we continue telling the story of Ohio beef, one click at a time.



## Connecting with the Next Generation at the Ohio FFA Convention

The Ohio Beef Council was proud to attend the Ohio FFA Convention, engaging directly with educators, advisors, and students from across the state.

Throughout the event, we shared classroom-ready teaching materials and resources designed to support agricultural education and bring real-world beef knowledge into lessons. Advisors and educators had the opportunity to explore tools they can use to connect nutrition, food science, and beef production in meaningful, practical ways.

FFA members also rolled up their sleeves for a hands-on experience—mixing their own taco seasoning to pair with ground beef for dinner. The activity brought learning to life, reinforcing how simple ingredients, basic skills, and quality beef can come together to create a flavorful, affordable meal.

From the classroom to the kitchen, the Ohio FFA Convention offered a valuable opportunity to support educators, inspire students, and continue building understanding around beef's role in agriculture and everyday meals.



## Celebrating a Year of Leadership: Ohio Beef Youth Council End-of-Year Celebration

The Ohio Beef Youth Council wrapped up its first successful year with an end-of-year celebration honoring the dedication, leadership, and growth of its members.

Throughout the year, council members strengthened their understanding of Ohio's beef industry while building skills in communication, advocacy, and teamwork. The celebration provided an opportunity to reflect on accomplishments, recognize contributions, and celebrate the relationships formed through shared experiences and a passion for agriculture.

As members look ahead to future opportunities—both within and beyond the beef industry—the Ohio Beef Youth Council plays an important role in developing confident, informed young leaders who are ready to share beef's story.

We're proud of this group's commitment and grateful for the energy and perspective they bring to the future of Ohio beef.

**Want to promote beef at your next event?  
Order your Beef Promotion Kit today!**

Each kit includes recipes, educational materials, and more to help you share the beef story with confidence. Visit [ohiobeef.org/cattlemens-corner/promotion-kits](http://ohiobeef.org/cattlemens-corner/promotion-kits)



**BEEF CUTS**  
AND RECOMMENDED COOKING METHODS

## FY26 CALENDAR

|               |                                 |
|---------------|---------------------------------|
| 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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