

Your \$2 CHECKOFF UPDATE

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

FY26 May

OHIO
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COUNCIL

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Finishing the Hockey Season Strong with Beef

The Council closed out the hockey season strong by encouraging fans and players to Feed Their Game with Beef through high-visibility rink signage, on-site activations, and online presence throughout the season. With an average attendance of 16,872 and 16 sellout crowds, beef messaging reached packed arenas and passionate fans—reinforcing beef’s role in fueling performance, recovery, and game-day excitement from the first puck drop to the final horn.



Fueling the OSU 4 Miler

The Ohio Beef Council (OBC) proudly served as a presenting sponsor of the Ohio State University 4 Miler, connecting with thousands of runners and spectators on race day. Attendees stopped by the Ohio Beef Council exhibit to fuel and recover with beef jerky, while gathering beef recipes and nutrition information highlighting how beef supports active lifestyles. In addition, 12,000 Well Balanced with Beef recipe cards were included in all race day packets, extending the beef nutrition message beyond the finish line.

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 May are due by Jun 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 360 Offers Hands-On Learning

The OBC recently hosted an immersive Beef 360 educational program at The Ohio State University College of Food, Agricultural, and Environmental Sciences. The experience brought together a diverse group of food and nutrition professionals for a hands-on, behind-the-scenes look at beef production, processing, and nutrition.

Designed to connect attendees with the people, practices, and science behind beef, the program featured expert insights from Dr. Lyda Garcia, Associate Professor of Meat Science and Extension Meat Specialist, and student employees from the Ohio State University Meat Lab, along with Anna Gest, OBC Manager of Nutrition Education Programs. Together, they highlighted how beef is responsibly produced and its role in a balanced, nutrient-dense diet.



OBC Hosts Pre-Conference Event for Dietitians

As part of the Ohio Academy of Nutrition and Dietetics Annual Conference, OBC hosted a special pre-conference event featuring chef and registered dietitian Ashley Anna Martinez MFN, RDN, LD. Attendees enjoyed an evening of networking, appetizers, and engaging discussion as Ashley presented “Sabor Y Cultura: Elevating Puerto Rican Cuisine with Lean Beef and Vegetables”.



Raising the Steaks at Ohio FCCLA

The Council sponsored the Ohio FCCLA 2026 State Leadership Conference, held at the Ohio Expo Center. Through this sponsorship, the Council supported hands-on learning opportunities that encouraged leadership development, teamwork, and culinary skill-building among high school students.

Students took part in the Raise the Steaks culinary competition, where teams put their creativity and technical skills to the test in a lively chili cookoff featuring beef. The competition highlighted beef’s versatility while giving students experience in food preparation and presentation—reinforcing the Council’s commitment to inspiring the next generation of culinary and foodservice leaders.

**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. Scan or visit ohiobeef.org/resources/ohio-beef-council-store



BEEF CUTS
AND RECOMMENDED COOKING METHODS

FY26 CALENDAR

May	Beef Month
June 1	Beef Promotion Grant Due
July 29-31	Ohio State Fair
Aug 1-9	Ohio State Fair
Sept 1	Beef Promotion Grant Due
Sept 22-24	Farm Science Review

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