Your $2 CHECKOFF UPDATE

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

FY26 Nov

OHIO BEEF COUNCIL

BEEF



Summer Grilling Campaign Keeps Beef Top of Mind

This summer, OBC's Summer Grilling campaign delivered Beef. It's What's For Dinner. advertising across premium Connected TV platforms, including FOX, ESPN, Disney+, ABC and MAX, as well as streaming audio platforms such as Pandora, Spotify and SoundCloud. The campaign generated strong reach and engagement, delivering more than 1.5 million impressions, 600,000 video views and 900,000 audio listens.

By reaching consumers across the streaming platforms they use every day, the campaign kept beef top of mind and inspired summer grilling occasions throughout the season.



Packing Meals to Fight Food Insecurity

The Ohio Beef Council (OBC) was proud to support "Feeding Our Neighbors," a collaborative event at The Ohio State University's Multispecies Animal Learning Complex that brought together Ohio Farm Bureau, Kroger's Columbus Division, Nationwide, America 250-Ohio, Ohio State's College of Food, Agricultural, and Environmental Sciences, and more than 20 partner organizations.

Celebrating Ohio's food and farms, partners came together to pack 10,000 meals for Ohio families facing food insecurity. It was a meaningful day of collaboration, service and a shared commitment to strengthening our communities.

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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.



Connecting with School Nutrition Professionals

The Council exhibited at the 2026 Ohio School Nutrition Conference and Expo on September 30, at the Dayton Convention Center. Anna Gest, Manager of Nutrition Education Programs, connected with more than 100 school food service professionals to discuss opportunities to feature beef on school menus across Ohio. These conversations helped highlight beef's nutritional benefits and versatility as a high-quality protein option for students.



Feed Your Game with Beef

From the football field to the ice rink, OBC is connecting with athletes and fans through its Feed Your Game with Beef campaign. Featuring an NIL spot with Ohio State football starting center Carson Hinzman and a partnership with the Columbus Blue Jackets, the campaign highlights beef as a go-to protein for active lifestyles. With high-quality protein and 10 essential nutrients, beef helps athletes fuel performance and recovery while giving fans a flavorful way to power their day.





Record-Breaking Burger Battle

It was a record-breaking year at the annual Burger Battle, featuring 30 burger entries! On behalf of the Beef Checkoff, the Council was proud to partner with the Hospitality Institute of Ohio to sponsor the competition, held October 27 at the Delaware County Fairgrounds in Delaware.

The event brought together Ohio ProStart and Ohio Hospitality Career and Technical Student Organization (CTSO) students and industry judges for a day of creativity, competition and incredible burgers. The Burger Battle highlighted the culinary skills, innovation and talent of Ohio's next generation of culinary professionals while showcasing beef's versatility and appeal.



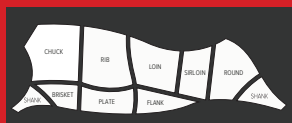
Third Graders Enjoy Studying Beef

This fall, 24 third graders in Ms. Van Evra's class at St. Mary Catholic Elementary School in Lancaster discussed the science and societal aspects of beef cattle production.

During their studies, they enjoyed candid conversations about cows and shared what they knew about cattle farms. The students were able to make the connection that beef is indeed a resource that is needed to feed people. Their studies concluded by exploring the beef coloring and activity book Pasture to Plate, which was provided by the Ohio Beef Council.

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//cattlemens-corner/promotion-kits



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