

Your \$2 CHECKOFF UPDATE

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

FY26 Sept

OHIO
BEEF
COUNCIL

BEEF



Beef Promotion Fair Kits Hit the County Fairgrounds

Beef Promotion Fair Kits are making their way to county fairs across Ohio, giving local cattlemen's groups and partners the tools they need to engage with fairgoers and share the story of beef.

The kits include consumer-friendly promotional materials, recipe cards and resources designed to spark conversations about beef and showcase the many delicious ways to enjoy it. From easy weeknight meals to grilling favorites, the recipes help inspire fairgoers to bring beef from the fairgrounds to their own dinner tables.



OHIO STORIES

Gahler Farms: Raising Beef, Raising Family

Connecting Consumers to Ohio's Beef Farm Families

Every cut of beef has a story—and it starts with an Ohio farm family. This summer, the Ohio Beef Council filmed two new Ohio Stories videos highlighting the people, passion and hard work behind the beef raised in our state.

The first feature visits Gahler Farms in Graytown, Ohio, where Allen Gahler and his family share what it means to raise beef while building a legacy for the next generation. The second takes viewers to Dutton Cattle Company in Flushing, Ohio, where the connection between farm and table comes to life through Pike 40 Restaurant & Meat Market.

These stories offer consumers a closer look at the families behind Ohio beef and the dedication that goes into raising cattle and producing a product they are proud to share. Keep an eye out for both videos on Ohio Beef Council social channels and at ohiobeef.org.

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 at the Ohio State Fair

The Ohio Beef Council had a full schedule of activities and educational opportunities at the Ohio State Fair, connecting with fairgoers through food, fitness and agriculture.

Fairgoers learned how changing seasons and weather can impact a beef farmer's daily chores and the year-round care that goes into raising cattle in the new ImAGine Ag exhibit.

The Beef Barn Discovery Zone welcomed kids and adults with a new activity each day, giving visitors the opportunity to learn more about beef through interactive and educational experiences. Fairgoers could test their beef knowledge, explore nutrition and discover how beef goes from pasture to plate.

Through the Farm to Gym: Team Tressel Fitness Challenge, visitors learned how beef can help fuel an active lifestyle while connecting agriculture and nutrition. The Council also brought flavor to the Ohio Proud Kitchen, where Anna Gest, MS, RDN, LD, demonstrated how to prepare Mediterranean Beef Flank Steak—a lean, flavorful and grill-ready cut.

Education extended across the fairgrounds, where OBC and OSU Meat Science shared grilling safety tips and explained the role marbling plays in beef's flavor, tenderness and eating experience. The OBC and the Ohio Cattlewomen helped fairgoers learn about safe animal handling and responsible livestock care.

The Ohio Beef Council was also proud to participate in the Ohio Agricultural Council Hall of Fame Breakfast, celebrating the individuals who have made lasting contributions to Ohio agriculture and honoring the people and families who help make Ohio's agricultural community strong.

From the farm to the dinner table, the Ohio State Fair provided an opportunity to share the story of beef and connect consumers with the people behind it.



Back-to-School Made Easy with Beef

Anna Gest, Manager of Nutrition Education Programs, joined WTOL 11 Good Day Toledo to help families kick off the school year with easy, nutritious and budget-friendly beef meal ideas. The segment reached an estimated 700,000 viewers, highlighting practical ways beef can help simplify busy weeknight meals without sacrificing flavor.

The appearance was part of a broader back-to-school campaign featuring a From Dinner Plate to Lunchbox meal plan and nine recipe videos, giving families practical ideas for making the most of their time and grocery budget.



**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



BEEF CUTS
AND RECOMMENDED COOKING METHODS

FY26 CALENDAR

Sept 1 Beef Promotion Grant Due
Sept 22-24 Farm Science Review

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