

OHIO BEEF COUNCIL

Annual Report

CHECKOFF DOLLARS: BUILDING BEEF DEMAND IN 2015

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CATTLEMEN CARE VIDEO SERIES

The nine-video series featuring the Rittenhouse family of New Carlisle highlighted how Ohio farm families care for their cattle during the winter. The videos, available on the council's YouTube channel, made a huge impact on Ohio consumers with 1.3 million views and 4.1 million impressions. Video topics included how farmers prepare for bad weather, feed cattle and calve cows during winter weather conditions.



PASTURE TO PLATE TOUR



In May, the beef council hosted employees from the Columbus-based Cameron Mitchell family of restaurants at a local farm to offer an inside look at how beef is raised. Attendees participated in pre- and post-surveys thereby determining their perception of farming was greatly altered and en-

hanced with one trip to a farm.

BEEF ON OHIO TV



Throughout the year, the Ohio Beef Council (OBC) made appearances on Columbus, Lima and Cleveland TV stations reaching over 200,000 viewers via cooking segments that emphasized the economic importance of Ohio's beef industry. Beef recipes included breakfast ideas,

grilling tips, marinade recipes, and slow cooker do's and don'ts.

FOOD BLOGGERS WRITE ABOUT BEEF

The beef council partnered with six food bloggers from across the state to celebrate four blog series: Beef Month, Back to School Lunch Ideas, Crocktober, and Roasting and Toasting the Holidays. Thanks to the large number of shares on social media, the blogs reached over a million consumers through Facebook, Instagram, Twitter and Pinterest. In addition, the beef council hosted a Twitter party in October with the food bloggers that reached over 300,000 consumers.



BEEF MONTH CELEBRATED IN MAY

During May, the beef council celebrated Beef Month with several activities. Through collaboration with national efforts, a 30-Day Protein Challenge was issued

30 DAY
Protein
CHALLENGE

to consumers encouraging them to incorporate high-quality protein, like beef, into their diet three times a day for 30 days. For Memorial Day, the beef council partnered with Kroger to donate 2,000 pounds of ground beef to military families in need through the USO of Central & Southern Ohio. Along with several other Facebook activities, each Monday on the beef council's Facebook page consumers could "Meet a Farmer" with weekly postings featuring Ohio farm families who raise cattle.

COUNTY CATTLEMEN'S GRANTS AWARDED



Quarterly, the OBC reviews and awards grant applications from county cattlemen's associations and farm bureau groups to sponsor local beef promotional or educational events. Eleven grants were awarded for events such as: training teachers to put beef cattle education in their curriculum, hosting businesses at a farm for a fundraiser to benefit the local food bank, and more.

VEAL FOODSERVICE PROMOTION

A partnership with the Columbus-based Cameron Mitchell Restaurants (CMR) resulted in several new fall veal promotions. The OBC sponsored a competition among CMR servers promoting veal. The server who sold the most veal during October was rewarded with a prize pack. In addition, the OBC sponsored veal coupons, distributed to consumers at marathon races across Columbus to try and drive veal sales in the area.



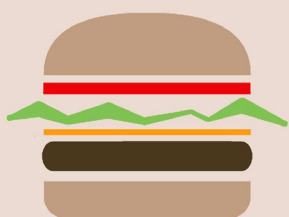
OUR INDUSTRY BOOK RELEASED



Highlighting the Ohio beef farmer, the beef council produced a 16-page book charting the beef lifecycle from the cow/calf producer to the consumer. Each stage featured an Ohio beef farm family representing that particular segment.

CINCY BURGER WEEK

#CINCYLOVESBURGERS



Hosted by Cincinnati's CityBeat radio, and sponsored by the beef council, 43 restaurants in the Cincinnati area offered \$5 hamburgers for a week in July. Social media contests were held, beef was given away, and multiple restaurants reported their highest sales week in history.

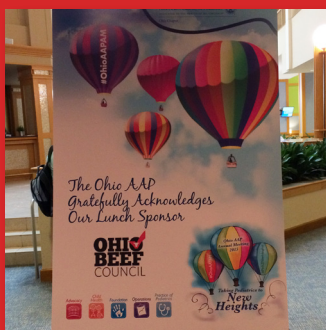
STATE FAIR BURGER BATTLE

The beef council was heavily represented during the Ohio State Fair with multiple displays across the fair and in the Voinovich beef building featuring the theme: Fueling Your Family's Day with Beef. Beef day at the fair featured the first-annual, OBC sponsored Capital City Burger Battle competition, in addition to providing free beef samples for fair goers.



WORKING WITH PEDIATRIC PROFESSIONALS

In recognition of the influence pediatricians have on consumers, the OBC engaged with the Ohio Chapter of the American Academy of Pediatrics. The engagement provided the opportunity for the beef council to feature a beef message in their weekly e-newsletter, exhibit at their conference and be included in magazines. In addition, the council was able to send out an informational email to Academy members when an article was released questioning the use of antibiotics in food animals.



ACTIVE LIFESTYLES FUELED BY BEEF



The beef council's sponsored runners, Team BEEF, continues to grow. In 2015, the Team BEEF numbers doubled and the beef council hosted the first-annual team banquet. Team members attending the team dinner learned more about beef nutrition, then participated in the Ohio State 4-Miler

Race the following day. The beef council sponsored a tent in the "Runner Recovery Zone" of the race and handed out beef jerky sticks, while getting the opportunity to interact with over 15,000 consumers.

OHIO BEEF COUNCIL FINANCIAL REPORT - STATEMENT OF REVENUE & EXPENSES FOR JANUARY 1, 2015 - DECEMBER 31, 2015

Revenues:

Federal Checkoff Assessments	\$1,027,324
Less: Remittances to States of Origin	(\$419,107)
Remittances to Beef Board	(\$304,269)
Net Assessments	\$303,948
State Checkoff Assessments	\$470,995
Less: Refunds	(\$3,453)
Net Assessments	\$467,542
Other Revenue	\$45,093
Total Revenues	\$816,583

Fund Balance:

Beginning of Period	\$523,230
End of Period	\$667,299

Expenses:

National Program Investments	
U.S. Meat Export Federation	(\$14,000)
National Cattlemen's Beef Association	(\$14,000)
Total National Program Investments	(\$28,000)
Administration	(\$99,709)
Promotion	(\$191,228)
Consumer Information	(\$248,588)
Producer Communications	(\$43,058)
Industry Information	(\$33,644)
Collection & Compliance	(\$25,027)
State Checkoff Expenses	(\$3,259)
Total Program Expenses	(\$544,805)
Total Expenses	(\$672,514)
Excess of Revenues Over Expenses	\$144,069