



Ohio Beef Council 2019 Annual Report

Bloggers Extend Reach



In 2019, the Ohio Beef Council (OBC) implemented strategic blogger engagement efforts to extend the reach of its existing marketing programs. According to BlogHer, 81 percent of U.S. women trust blogs and engage with bloggers to share

information. Bloggers also have large and engaged social media followings.

The OBC food bloggers developed and shared beef-inspired recipes during key times in 2019. They included key messages, graphics and video content on beef health and nutrition and beef farming and farmers, and shared recipes on social media, driving users to OBC's social media accounts.

In 2019 they:

- Shared 37 different blogs that contained information on Ohio beef farming and beef nutrition, as well as exclusive recipes;
- Earned more than 108,800 blog views on their OBC-sponsored posts by an online readership of more than 1.8 million; and
- Had their recipe posts shared 20,100+ times on social media.

The 2019 campaigns included:

- Valentine's Day
- Memorial Day/Summer Grilling
- Back-to-School
- Crocktober
- Veal
- Holiday

Video Series Connections



OBC continued the Ohio Stories video series during 2019. The producer image campaign features real beef farm families sharing their real stories about how they produce beef. The videos complement the national checkoff-funded Rethink the Ranch consumer campaign.

OBC successfully utilizes video segments across the council's social media properties to reach numerous consumers.

Tastes & Traditions Promotion



OBC and the Beef Checkoff joined with The Ohio State University Department of Athletics and the Ohio Farm Bureau Federation in the Buckeye Tastes and Traditions promotion. The campaign kicked off with

a social media quiz to generate fan engagement. As football season approached, a special Tastes and Traditions magazine was produced featuring beef recipes along with information about the traditions that make gameday experience special at Ohio State. More than 250,000 magazines were distributed. Radio advertising also aired during the Buckeye Show.

Throughout the season a video was featured on the scoreboard of each home football game highlighting former OSU football great Anthony Schlegel promoting the first Tastes and Traditions Chili Cookoff. The cookoff was held at the Ohio State Fan Fest during a November game garnering over 144,794 Facebook impressions. More than 1,000 game day attendees tasted two recipes and voted for their favorite. Anthony Schlegel announced the cookoff winner, who was featured on the big screen during the game, viewed by the more than 100,000 fans.



Beef. It's What's For Dinner. has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary

experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It's What's For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It's What's For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program's greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It's What's For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It's What's For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient

option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand



Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year's growth was driven by South Korea

and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today's marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

Cattlemen's Beef Board Fiscal Year 2019 Expenditures

Promotion	\$10,580,409
Research	\$9,891,043
Consumer Information	\$7,571,245
Industry Information	\$3,357,876
Foreign Marketing	\$8,347,484
Producer Communications	\$1,637,234
Evaluation	\$158,875
Program Development	\$435,772
USDA Oversight	\$596,367
Administration	\$1,729,852
TOTAL EXPENSES	\$44,306,15

Unaudited Numbers



Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it's just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we're able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we're on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities' profitability. That's technology we can take to the bank.

Yours truly,

Laurie Munns
Hansel Valley, Utah
Chairman, Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff's *Beef. It's What's For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated www.BeeftlsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that's just the beginning of the Beef Checkoff's technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the BeeftlsWhatsForDinner.com website.

Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the BeeftlsWhatsForDinner.com website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new "Keep Sizzlin'" collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking,

stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers BeeftlsWhatsForDinner.com, where they learn to prepare the perfect beef meal.

New videos utilize the "Nicely done, beef" slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef's swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.

4-Miler Race Sponsorship



OBC partnered with the 2019 Ohio State 4-Miler and was prominently featured on all race materials and advertisements. In addition to a social media and radio ad campaign, nutrition information

was included in the pre-race digital guide highlighting the importance of beef in an active lifestyle. OBC also partnered with Anthony Schlegel to promote beef in a training video that gathered over 200,000 digital impressions and was included in pre-race information.

The largest 4-Miler in the United States, the race featured over 15,000 runners. Race day events included a beef prize wheel, beef recipes and the distribution of over 8,000 samples of beef jerky.

Teaching Aspiring Chefs



The Ohio Restaurant Association's ProStart youth education program and OBC continued a strong relationship in 2019. The Beef Checkoff hosted a Burger Battle at the state culinary finals featuring teams of high

school culinary students using skills acquired through hands-on education to compete for the Golden Burger trophy. Judges from White Castle Systems, 101 Beer Kitchen, Wendy's, Michael Simon Restaurants and others evaluated contestants on taste, appearance, pricing, safety and sanitation.

OBC also hosted the annual Capital City Burger Battle at the Ohio State Fair, where Ohio ProStart students competed for scholarships and cash prizes. OBC staff also share information on culinary classroom resources as presenters at ProStart teacher conferences.

Virtual Field Trips



OBC and the Beef Checkoff wrapped up the third year of hosting Virtual Field Trips to bring beef farms to classrooms across Ohio. Seven trips were held reaching over 1,000 Ohio students during live sessions

hosted by beef farmers Craig Corry of Xenia and Erin Stickel of Bowling Green. During 2019 a Meat Science field trip featuring Dr. Lyda Garcia of The Ohio State University Department of Animal Sciences was added to the curriculum. Teacher surveys showed strong growth in knowledge and interest by nearly all classrooms participating.

Beef's Sustainable Role



OBC in partnership with The Ohio State University College of Food, Agricultural and Environmental Sciences hosted sustainability authority Dr. Sara Place on OSU's campus to share research and

insights into beef's role in a sustainable food system.

Nearly 300 students, faculty and staff received an in-depth look into the science of the cattle industry's impact on the environment. The presentation was made available for viewing on OSU and OBC's social media properties.

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Ohio Beef Council Financial Report

STATEMENTS OF REVENUE & EXPENSES FOR JANUARY 1, 2019 - DECEMBER 31, 2019

REVENUES

Federal Checkoff Assessments	\$1,059,649
Less: Remittance to States of Origin	(\$364,413)
Remittances to Beef Board	(\$350,191)
Net Assessments	\$345,045
State Checkoff Assessments	\$511,475
Less: Refunds	(\$3,227)
Net Assesments	\$508,251
Other Revenue	\$12,567
Total Revenues	\$865,863

FUND BALANCE:

Beginning of Period	\$665,566
End of Period	\$733,835

Audited Numbers

EXPENSES

National Program Investments	
U.S. Meat Export Federation	(\$17,000)
Federation SBC Investments	(\$17,000)
Total National Program Investments	(\$34,000)
Administration	(\$149,714)
Innovation	(\$222,894)
Stewardship	(\$180,860)
Nutrition	(\$86,622)
Issues Management	(\$58,877)
Producer Communications	(\$47,782)
Collection & Compliance	(\$15,245)
State Checkoff Expenses	(\$1,600)
Total Program Expenses	(\$613,880)
Total Expenses	(\$797,594)
Excess of Revenue Over Expenses	\$68,269