



**BEEF & VEAL MARKETING PLAN
FISCAL YEAR 2021**



OHIO BEEF COUNCIL 2021 BEEF/VEAL MARKETING PLAN

VISION: MAINTAIN PROFITABILITY AND GROWTH OF OHIO'S BEEF INDUSTRY

MISSION: ENGAGE WITH OHIO'S PRODUCERS AND CONSUMERS TO
STRENGTHEN THE DEMAND FOR BEEF

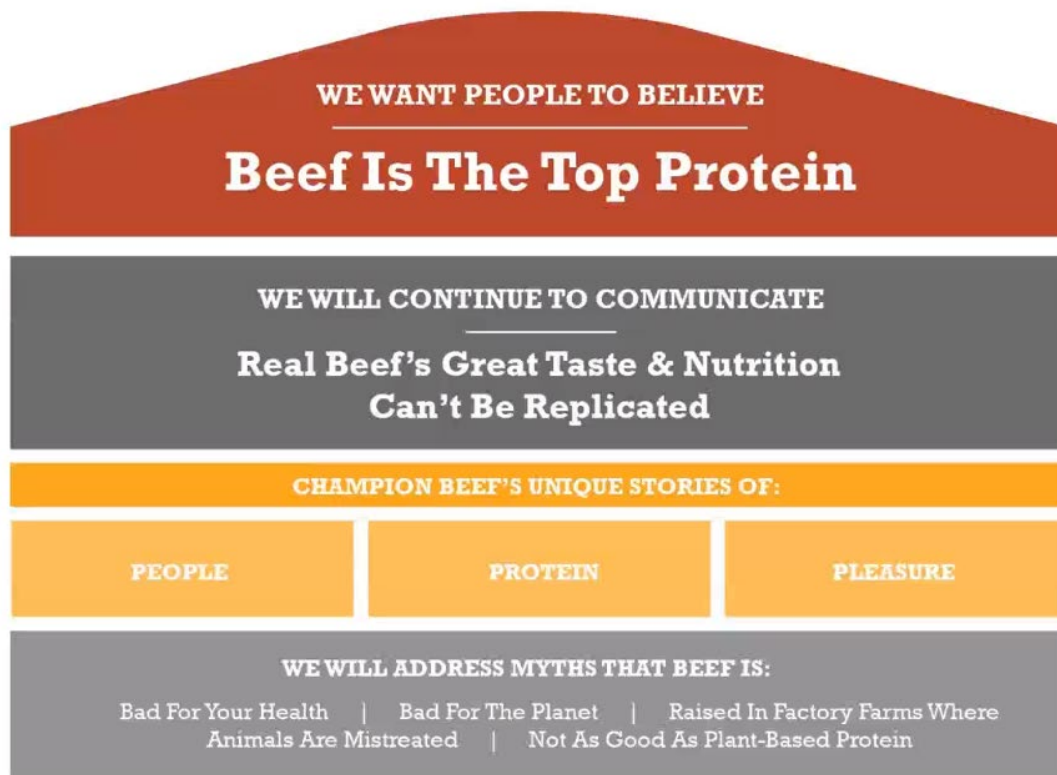
THREE AREAS OF FOCUS:

- **ORGANIZATIONAL EFFECTIVENESS**
COMBINES THE FINANCIAL, VOLUNTEERS AND STAFF RESOURCES TO EFFECTIVELY DELIVER ON THE OHIO BEEF COUNCIL MISSION
- **STRATEGIC PROGRAM EXECUTION**
IMPLEMENTATION OF PROGRAMS THAT DIRECTLY LINK TO MAINTAINING AND BUILDING BEEF DEMAND
- **STRATEGIC COMMUNICATIONS**
EFFECTIVE COMMUNICATIONS AND MEANINGFUL ENGAGEMENT WITH IDENTIFIED AUDIENCES

PRIORITIES

- Innovation
- Nutrition
- Stewardship
- Issues Management
- Producer Communications

FY 2021 STRATEGY: POSITION BEEF AS THE TOP PROTEIN



OBC's objective will align with NCBA's – to firmly position beef as the top protein choice. This will be done through a focus on the key attributes of beef that showcase its taste: The state of a delicious beef meal our audience knows and loves (Pleasure); the dedication our beef community puts into what becomes that tasty meal (People); and the strength – physical, mental and emotional – that comes from enjoying a beef meal (Protein).

Innovation

Building the marketability for beef by inspiring beef trial and usage and delivering innovative solutions.

- Ohio State Tastes & Traditions Football Promotion
OBC will continue its partnership with the Ohio State University's Taste and Tradition promotion. This program features social media contests for Buckeye fans to take an online personality quiz about their favorite beef recipe to win. Over 250,000 copies of the Tastes & Traditions magazine are distributed in dozens of restaurant and retail locations across the state, in addition to stadium scoreboard features at each home game. Alongside the consumer contest, OBC will partner with former player Anthony Schlegel to produce a beef tailgate recipe for the Taste & Traditions magazine. This recipe will also have an accompanying video, featuring Anthony, preparing the dish. The recipe and video will feature a beef cook-off competition held prior to a home game in the Ohio State Fan Fest area.

- Food Blogger
OBC will continue to meet millennials online by sponsoring food and/or fitness blogs online driving consumers to OhioBeef.org and encouraging them to put beef in their basket. Additionally, the food bloggers provide material for the recipe section of OhioBeef.org during the FY21 year to promote cooking with beef and incorporating beef into an active lifestyle. To further maximize our investment and social reach, OBC will utilize Pinterest. Veal will also be featured in a small blog series targeted toward the Cleveland and Cincinnati market.

The Ohio Beef Council will host its food blogger team on a beef immersion experience. The objectives of this tour are to increase their cattle production knowledge and give them access to new culinary trends in beef. This program builds on the success of the previous Blog Meets Beef Tours.

- Our Ohio Advertising
OBC will advertise in select issues of the Our Ohio magazine with a circulation of nearly 150,000 readers.
2021 Issues: May/June, Sept/Oct. and Nov./Dec.
- Beef Promotion Grant Program
County cattlemen's groups and associations, county farm bureaus and community organizations can submit proposals for beef promotion and/or educational programs that ultimately help market beef. The activity must be a self-activated beef education or promotion event. Equipment, operating costs and traditional projects like county

scholarships, fair awards, etc. will not be considered. Applications will be due quarterly on January 1, March 1, June 1 and September 1 for review and approval by the OBC Operating Committee. The application can be found online at ohiobeef.org under the for farmers section.

- Buckeye's for Beef Event

OBC will sponsor and assist the Ohio State University Collegiate Cattle Association's annual Buckeyes for Beef event on campus. The event is a two-day promotion targeted at college-aged students on campus educating them about beef and common beef production practices. Promotional events include a beef cookoff prior to a home football game and educational displays and activities in a high traffic area of main campus.

- Ohio Beef Month

May is Beef Month! OBC will develop a multi-layered promotions effort, in unison with NCBA's "United We Steak" campaign to reach Ohio's millennial parents with specific beef messages leading up to and during a month long, state-wide beef promotion. The Beef Month efforts are to include, but not limited to, food bloggers, giveaways, paid Facebook promotions and donation efforts.

- Retail Relations Management

OBC will maintain associate membership within the Ohio Grocers Association as an outlet for establishing new retail relationships and broadening promotional opportunities in the retail market. Additionally, OBC will monitor and network with retail supply chain partners throughout the year to maximize beef's presence in stores and in consumers' shopping carts. OBC will communicate national and state checkoff-funded programs and resources to retailers. This includes, but is not limited to, seasonal beef promotions; retail needs assessment; in-store demos; new product and beef value cuts product introductions; distributing materials; on pack labeling for meat cuts at retail, general communication (i.e. recipe cards, retail cut wall charts, retail newsletters, point of purchase posters, point of sale materials, ad planners, etc.); cooperative promotion opportunities; and building brand-like awareness. OBC will extend messaging about beef prices and ways consumers can save and shop smarter.

OBC will work with other state beef councils and the Federation of State Beef Councils to coordinate a multi-state in-store promotion of beef through interactive programs. These programs could include Instacart, store specific programs or coordinated social media efforts.

- Foodservice Relations Management

OBC will foster relationships with foodservice decision makers to coordinate beef promotion and education for staff. Promotions will include full beef carcass utilization education and sales, educational farm tours and immersion events that will foster relationships and increase comfort with beef products and cattle production.

OBC will also sponsor the 2021 Restaurant Expo in Columbus, Ohio. Building on the popularity of the ProStart Burger Battle, OBC will host a professional division of the burger battle at the expo.

- Ohio Burger Week

OBC will work with CityBeat, a Cincinnati publication company, to co-host a state-wide burger week festival. The promotion will work with restaurants to promote specialty hamburger recipes for a one-week duration. During the weeks leading up to, OBC will coordinate promotion efforts along with networking in participating restaurants. Cities that are included in 2021 include Columbus, Cincinnati, Cleveland, Dayton and Toledo.

- Ohio Culinary Federation – ProStart

OBC will work with the Ohio Culinary Federation to pin-point avenues in which the OBC can utilize the tools at our disposal to aid in the development of aspiring chefs to have the knowledge and confidence to utilize beef on their menus daily. Including ACF speaking events and ProStart. Enhanced partnerships with Ohio ProStart will be an integral part of FY21. OBC will host ProStart student farm tours, provide classroom grants and sponsor beef contests at the state and local level. These include the Ohio Prostart Invitational (date TBD) and 2021 Teacher Conference.

- Printed Materials

Distribute beef and veal information to consumers through county fair kits, Ohio Cattle Women, direct contact with consumers, thought leaders and other means as requested or deemed appropriate. This will include all promotional materials (i.e. brochures, child and adult nutrition information, BIWFD materials, and posters). This also includes banner ups, new county black boards, and other shared county materials.

- NCBA Advertising Support

Throughout the year, NCBA provides their services to State Beef Councils to help facilitate and execute advertisements. OBC will utilize NCBA to help facilitate advertisements of our YouTube videos, specifically the Ohio Stories videos to highlight Ohio's farming families.

- NCBA and State Beef Service Campaign Support

Throughout the year, NCBA provides various opportunities for State Beef Councils to provide additional funding and join forces on their campaigns. OBC will utilize NCBA when their campaigns align both financially and strategically with the OBC marketing plan.

- Ohio Beef Council Social Media Advertising

OBC will invest monthly to boost social media posts to reach more of the council's growing social media network to extend the beef message to more consumers.

Nutrition

Establish beef as a foundational food for health by educating, building relationships and partnerships by highlighting beef's health benefits.

- Ohio State 4-Miler

OBC will be a presenting sponsor of the 2021 Ohio State 4-Miler on October 25 that features over 16,000 participants. This partnership will feature videos from OSU celebrity and former player Anthony Schlegel, highlighting the power beef has in an active lifestyle. Leading up to the race, OBC will be featured on all race advertising. Runners that sign up for the event will receive guides on how to train prior to the event, containing OBC advertising and infographics that show the nutritional benefits of including beef in a diet. OBC will place similar advertising in the race program. The day of the event, the OBC logo will be present on all race t-shirts, medals and signage around the course. This also includes booth space to hand out beef samples.

- Dietetic Outreach

OBC will host a two-part tour, featuring a trip to an Ohio cattle farm and The Ohio State University meat lab tour (Dr. Lyda Garcia), to provide a hands-on learning experience and continuing education credit for registered dietitians in the state of Ohio.

- Nutrition Community Relations

OBC will coordinate educational programs and promotions with professional nutrition organizations. Potential partners and opportunities include The Ohio Academy of Nutrition and Dietetics (OAND), Ohio Academy of Family Physicians (OAFP), Ohio Association of Physician Assistants (OAPA) and the American Association of Pediatric Professionals (AAP). In 2021 OBC will sponsor the keynote address at OAND by Abbie Gellman, registered dietitian, chef and cookbook author. OBC will attend conferences and organize speakers through the nationally funded nutrition seminar program. OBC will plan and execute side events that coincide with conferences and meetings that allow nutrition influencers the opportunity to learn more about beef production and nutrition. Where effective, OBC will advertise digitally and traditionally in nutrition trade publications.

OBC staff will engage with Dietetic Internship programs at a variety of universities across Ohio. These engagements may include cooking demonstrations, lectures on beefs nutritional benefits and farm tours.

- **Clinic Outreach and Engagement**
OBC will extend information and resources to dietetic clinics and practices state-wide through direct and digital means. Clinics will be targeted based on geographic and demographic factors and receive information that is specialized to their needs.

- **Printed & Promotional Materials**
OBC will work together with NCBA to continue state implementation of the national checkoff nutrition messaging by distributing nutrition information and/or exhibiting at health conferences.
OBC will also purchase promotional items to better engage with dietitians and provide incentives for interacting at various dietetic events, both virtual or in-person.

- **Monthly Newsletter**
OBC will send out a monthly e-news letter to consumers and health professionals to continue communicating the nutritional benefits of beef. Each month the newsletter will feature a healthy recipe, upcoming events, a note from OBC's Nutrition Coordinator, Anna Gest and any other additional information pertinent at the time.

- **Beef in the Classroom – Teacher Grant**
OBC will work with Family & Consumer Science teachers across the state of Ohio to provide educators the opportunity to reinforce lessons to about lean beef selection, storage, preparation, nutrition and food safety. Educators will be able to be reimbursed up to \$100 per teacher, per school, per academic year for utilizing beef in their classroom. The grants will be available on a first-come, first-served basis. Applications are available only and completed using the link on ohiobeef.org. Funds will be distributed after the lesson has occurred and a final summary and receipts have been received.

- **Ohio Beef Council Social Media Advertising**
OBC will invest monthly to boost social media posts to reach more of the council's growing social media network to extend the beef message to more consumers.

Stewardship

Educate on how we raise cattle and produce beef today through interactive content and experiences.

- Ohio State Fair
Promote beef and veal industries to consumers attending fair through the cooler display; beef miniature golf course; and environmental, food safety, nutrition and beef and veal educational stations.
- Ohio State Fair Land & Living Exhibit
OBC will exhibit in this agricultural education building with an exhibit that communicates beef's story of sustainability. OBC will hire interns to staff the exhibit during the fair.
- Ohio State Fair Ag Hall of Fame Breakfast
Ohio Ag Council's Agricultural Hall of Fame beef promotion and breakfast, beef station at the Sale of Champions reception and corresponding promotional materials.
- Burger Battle - Ohio State Fair
This fun-filled, burger cookoff will feature steak sampling, and a multi-round burger competition. 2021 contestants will be ProStart Students from around the state.
- Ohio State University Pasture to Plate & Explore Beef Programming
The Ohio State University Extension will provide programming including farm tours for consumer influencers to better understand what happens on Ohio farms and how beef makes its ways from the farm to their plate.
- Ohio Agriculture Conservation Initiative (OACI)
Continuous improvement of the beef industry's image and sustainability efforts is critically important and having the facts to share in telling that story is also of critical importance. OBC will partner with other Ohio checkoff and conservation groups to develop the OACI program to address Ohio's water quality and nutrient management issues. The program would be a science-based and would Track Best Management Practices - documenting and demonstrating progress. The voluntary program would be focused on a commitment to continuous improvement. It would be built on the 4R principles and focused on nutrient management. It will also include a voluntary certification program for farmers.
- Influencer Tours
Establish influencer tours to educate Ohio health professionals, bloggers and media influencers on modern beef production. Promote positive news about the beef industry and Ohio's beef producers and extend existing checkoff resources like beefitswhatsfordinner.com, production fact sheets, etc. OBC will work to engage print

and broadcast media outlets, local food and nutrition influencers to create a meaningful online beef dialogue via social media tools such as blogs, podcasts, etc.

- Youth Program Sponsorships

Coordinate and sponsor Ag Day celebrations, such as Scarlet & Gray Ag Day at OSU, Farm to Fork Events, educational programs like the Ohio Farm Bureau Federation's Ag in the Classroom program, CFAES Annual Banquet, and other youth-oriented events. Participate as one of the sponsors for the Food Animal Medicine Club at The Ohio State University College of Veterinary Medicine annual OSU Food Animal Medicine Student Symposium

- Pre-Recorded Virtual Farm Tours

OBC will create their own video resources to take students across Ohio on pre-recorded and lesson-focused field trips. These videos will focus on the various aspects of the beef industry and allow students a "deeper dive" into the multi-facets of the industry. The videos will highlight and feature various cattle farmers across the state in short segments to present on topics they are most familiar with. For example, one farmer can discuss the importance of genetics and how they can play an impactful part in their operation.

These videos will be recorded and edited by OBC staff. Additionally, OBC will develop resources for the classroom to align with each respective video and topic with state education standards in mind.

These resources will be available for educators to request through the OBC website and will allow OBC to foster a better relationship with educators seeking materials. OBC will also provide the option to educators to still speak with a producer, if desired to answer students' questions.

- Environmental Image Building Campaign

OBC will build content, messaging and resources to highlight the work cattlemen are doing to protect and improve the environment. Portions of this campaign would include digital imagery, producer profiles and grassroots events.

- Beef Quality Assurance

Provide beef quality assurance information via seminars, educational meetings, demonstrations and the timely distribution of materials including posters, brochures, sorting sticks, Master Cattle Transporter Guides and other resources to producers with the ultimate goal of assuring consumers that beef will continue to be a safe and wholesome product of choice. Also support the statewide beef quality assurance program. Special emphasis will be placed on BQA youth education in 2021 through the OCA BEST program and other educational opportunities.

- **BEEF 509/510 - Marketing Quality and Consistent Beef in Ohio**
 Coordinate a producer educational course in cooperation with OSU and the Ohio Cattlemen's Association. The objectives of the course are to improve the quality and consistency of beef products produced in Ohio. Course will focus on practices and issues designed to eliminate quality defects and increase beef's competitiveness with other protein foods. Courses will alternate years between 509 and 510. The 510 course is designed for those who have completed the 509 course.

- **Environmental Stewardship Program**
 Sponsorship of the 2021 Environmental Stewardship award video that highlights an Ohio family farm going above and beyond to be true stewards of the beef community.

- **Exhibits**
 Display the Ohio Beef Council exhibit at events where producers can get information about the checkoff program and ask questions. Locations may include Ohio Beef Expo, Farm Science Review and Ohio Dairy Expo.

- **Young Cattlemen's Conference and Tour Sponsorship**
 Provide support of this annual leadership development conference to educate participants on topics emphasizing the success of the beef checkoff, marketing relationships and consumer preferences. Participants will have the opportunity to hone their professional skills through media training and industry outlooks.

- **Printed Materials**
 Distribute beef and veal information to consumers through county fair kits, Ohio Cattle Women, direct contact with consumers, thought leaders and other means as requested or deemed appropriate. This will include any and all promotional materials (i.e. brochures, child and adult nutrition information, BIWFD materials, and posters). This also includes banner ups, new county black boards, and other shared county materials.

- **Ohio Beef Council Social Media Advertising**
 OBC would invest monthly to boost social media posts to reach more of the council's growing social media network to extend beef message to more consumers.

ISSUES MANAGEMENT

Lead planning and responses to beef issues and crisis while reintroducing faces of beef to consumers.

- Beef and Veal Issues Management

The OBC will be a part of the NCBA's media monitoring system: Meltwater News. The monitoring site will post daily updates on trending words, blogs, and searches in Ohio. This will allow OBC to easily monitor and track Ohio beef stories on environmental stewardship, nutrition, animal welfare, red meat health and others.

- Deans Charity Steer Show

OBC will partner with the Ohio State College of Food, Agricultural & Environmental Sciences (CFAES) and Telhio Credit Union to host a celebrity steer show and sale fundraiser during the 2021 Ohio State Fair to promote that cattlemen care and support their communities. Sale proceeds will benefit the Ronald McDonald House of Central Ohio. The event will feature beef farm families and create media opportunities to highlight the importance of Ohio agriculture and the beef industry to the state's economy and the positive work of CFAES while supporting an important cause.

- Masters of Beef Advocacy (MBA) Program

Encourage Ohio beef producers to participate in this self-directed, online educational program that equips participants with the knowledge to become beef industry advocates. Following course completion, each participant will attend a one-day commencement ceremony with OBC staff. Staff will encourage the OBC and OCA boards, Ohio Cattlewomen leaders, youth exhibitors and other industry leaders to complete the course. OBC will mobilize graduates to action when industry issues arise.

- Ohio Beef Community Video Production

OBC will produce two producer profile videos; featuring Ohio Beef farming families. As videos are ready, they will be disseminated through social media, driving consumers to OhioBeef.org and giving them a better understanding of the Ohio Beef Council. In addition, OBC will produce a day on the farm video with millennial consumers.

- Ohio Livestock Coalition

Support and maintain one board of director's seat on the Ohio Livestock Coalition. The purpose of OLC is to assist the livestock industry in expanding its positive contributions to Ohio. We support its mission in affirming an industry that is environmentally friendly, socially responsible and economically viable, and developing and communicating a unified message.

- Printed Materials

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- Ohio Beef Council Social Media Advertising

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PRODUCER COMMUNICATIONS

Keeping Ohio producers informed of how their checkoff dollars are being spent on the state and national levels and to provide them with a communication outlet for input to the programs.

- **Producer Communications Print, Digital & Radio Advertising**
Utilize Ohio Ag publications and farm radio to place producer communications updates on how checkoff funds are invested to increase the demand for beef. Publications may include *Ohio Cattleman*, *Ohio's Country Journal*, *Farm & Dairy*, *Holstein News*, etc. and radio could involve *Brownfield News*, *Ohio Ag Net* plus *In Ohio Country Today*.
- **County Checkoff Updates**
The OBC will research opportunities to host County Checkoff Updates at major markets such as auction barns, etc. The OBC will look to host a minimum of three (3) updates where dinner is served to all in attendance.
- **Annual Report**
Continue to publish the Ohio Beef Council's annual report. The report is to be mailed directly to more than 8,000 beef, veal and dairy producers in the spring and distributed at various industry events. This report will be inserted into the *Ohio Cattleman*, *Ohio Holstein News* and *Ohio Jersey News*.
- **Leather Calendars**
For the Holidays, OBC will distribute leather calendars to auction markets, ODA and other key industry leaders.
- **Producer Communication Newsletters**
OBC will work to extend bi-monthly editions of the Producer's Post e-newsletter to beef and dairy producers across Ohio using a Constant Contact Platform. As a part of this effort, staff will continue to build OBC's database of producers for more efficient distribution of e-news in an effort to make communication more efficient and effective. Continue to distribute Collection Point Newsletter to checkoff remitters to continue to increase awareness of state and national checkoff funded programs and industry events.