



2025 Marketing Plan



Funded by the Beef Checkoff.

Our Vision: Maintain profitability and growth of Ohio's Beef Industry.

Our Mission: Engage with Ohio's producers and consumers to strengthen the demand for beef.

Three-Year Strategy & FY25 Plan

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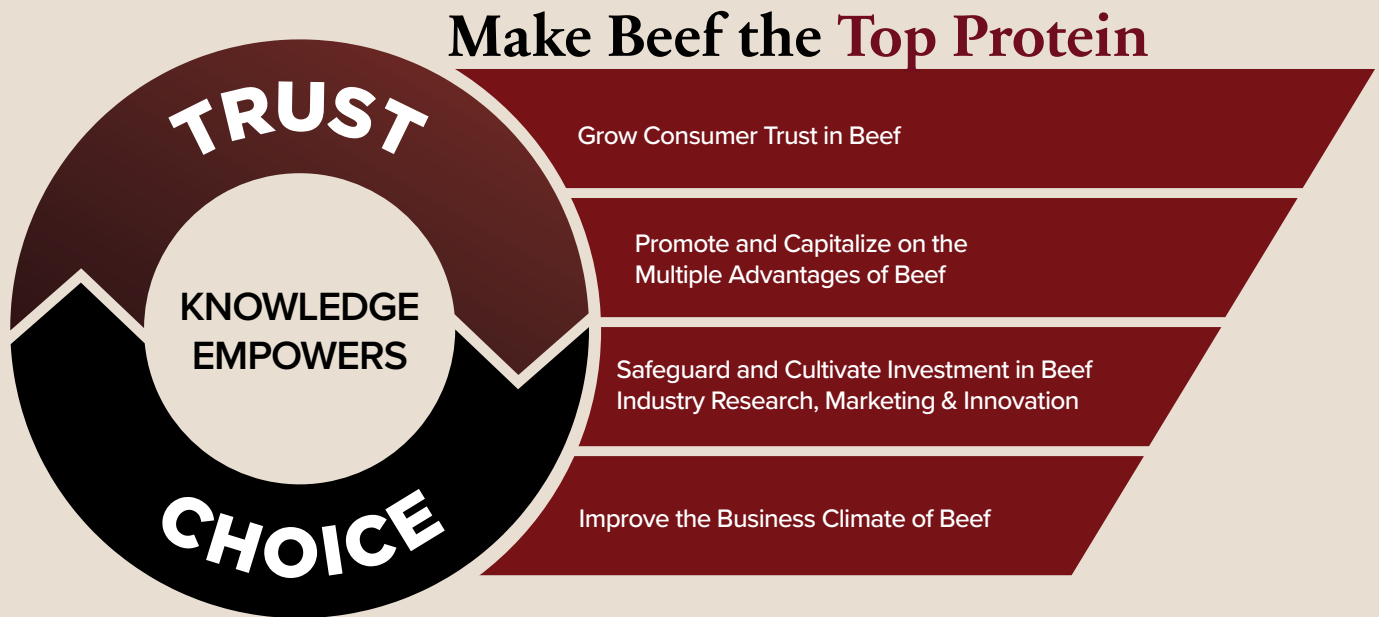
Our Mission: Engage with Ohio’s producers and consumers to strengthen the demand for beef.

The National and State marketing arms are executing the third year of a three-year strategy to ensure Beef Checkoff-funded efforts effectively and efficiently support the Beef Industry Long Range Plan and meet state, regional and national needs. Our strategy provides a roadmap for the research, education and promotion programs outlined in the OBC Fiscal Year 2025 (FY25) program plan.

In FY25, the plan continues to build on beef’s position as the top protein. Each program supports one or more of the Consumer Beef Demand Drivers (convenience and versatility, eating experience, nutrition, price, and raised and grown), which research shows directly impacts consumers’ purchasing decisions.

Combined, these efforts keep our national and state programming efforts focused, resulting in greater impact while maximizing investment.

Our Why: **Make Beef the Top Protein**



Recognizing today’s market conditions, including lower cattle supply, increased protein competition, and higher prices, our mission is to make **Beef the Top Protein**. In partnership with the National and State marketing arms, our goal is to continue our strong market position by growing trust in the product and increasing the frequency that people choose to purchase beef.

Thanks to advancements in product quality everyone knows beef is delicious, but often they are misguided about its other attributes. Consumers’ perceptions of beef improve with knowledge of its nutritional value and understanding of how cattle are raised and grown. As objections are overcome, people trust in how beef is raised. With education and information, consumers develop a greater affinity for beef and make the choice to purchase it more frequently. Thus, **‘Trust and Choice’** work together to create a virtuous circle that has momentum to protect and expand beef’s market position. This ‘fly wheel’ is activated when consumers have more knowledge about beef, therefore are more comfortable with it, which results in a stronger market position for beef. This circle of trust and choice, empowered by knowledge, is the center point of our three-year strategy and drives greater beef demand.

Our Guidance: Industry Long Range Plan

The pillars are the Checkoff's direction, taken from the Industry Long Range Plan. These pillars are focus areas for all program work and help to further define the strategy's components and guide coordinated efforts of NCBA and the SBCs.

- ✓ Grow Consumer Trust in Beef
- ✓ Promote and Capitalize on the Multiple Advantages of Beef
- ✓ Safeguard and Cultivate Investment in Beef Industry Research, Marketing, and Innovation
- ✓ Improve the Business Climate of Beef

Our Foundation: Industry & Market Research

The industry research functions are foundational and inform a great deal of our work as a qualified state beef council to the Beef Checkoff. From scientific programming to consumer insights, each plays a role in providing data to build other programming.

The National arm works with scientists, universities and research partners who continuously discover, track, inform and educate the industry and scientific community, providing fact-based information and education based on research outcomes. The technical areas covered are Sustainability, Nutrition, Product Quality and Pre-Harvest Beef Safety.



Our How: Strategic Priorities

Expand Storytelling

Consumers are reached through a storytelling approach, highlighting more about what beef means to them. Together, the National and State arms will create and extend content that consumers can both relate to and help develop. Finding ways to illustrate beef is not only for special occasions, but also how beef makes everyday meals and moments more special. This year, we will continue to leverage consumer storytelling to feature nutrition, well-being, value and versatility.

Deploy Effective Programs

OBC continually improves programs to ensure that our work is timely, synchronized, and consistent across state and national programs. OBC measures effectiveness, gathers performance insights, and recommendations to ensure continuous improvement. By activating a unified national and state partnership, we improve the consistency, reach and impact of our efforts, getting more out of each Checkoff dollar.

Three-Year Strategy & FY25 Plan

Activate Partnerships

OBC strengthens the demand for beef by establishing and deepening relationships in the education, culinary, entertainment and healthcare industries.

Leverage Leadership

OBC utilizes the collective knowledge and positive impact of experts at the National and State levels and our partnering organizations to educate and build trust with consumers.

Our Measures & Scorecard

To guide programming decisions, the National and State arms devised a scorecard for evaluating programming.

- ✓ Hits Demand Drivers
- ✓ Creates Efficiency and Extension
- ✓ Connects to Three-Year Strategy
- ✓ Relevant Nationally with Flexibility to Localize



Our Audiences

To effectively go-to-market, several distinct audiences with specific goals, programs, messaging, channels, and measures have been determined which are at the center of our work as a qualified state beef council to the Beef Checkoff. Each of these efforts operates independently, while also working together to gain increased impact for the overall Checkoff Strategy. Every effort leads back to one of these key audiences to drive education, inspiration, and preference for beef and, in the end, drive demand for beef to make it the top protein. These key audiences are:

- **Domestic Consumers** (Promotion & Consumer Information) – the people who select, purchase, prepare and eat beef.
- **Health Professionals** (Promotion & Consumer Information) – medical doctors, dietitians and other health professionals that provide guidance to peers, decision makers and their clients about beef’s role in a healthy diet.
- **Supply Chain Businesses** (Promotion, Consumer Information & Industry Information) – the businesses who supply, distribute, sell and menu beef.
- **Cattle Producers** (Producer Communications & Industry Information) – the farmers who breed, raise, care, feed and finish cattle to produce the world’s most sought-after beef.

This document contains summarized strategies and programs for each of these audiences.

Demand Drivers



Eating Experience:

Bring friends and family together across all types of eating occasions big or small - from everyday meals to celebrations with beef at the center.



Convenience & Versatility:

Bring appetizing, simple-to-prepare meals to the table, through various cooking methods, the many Beef Cuts and the versatility of Beef across recipes.



Nutrition:

Across all life stages, Beef's nutrients bring benefits to the body, from early years to the teen years through adulthood for men and women.



Raised and Grown:

Introducing the Beef community of farmers and expert who are committed to safely and sustainable raising cattle.

Areas of Focus

Promotion

Driving the demand for beef through consumer-targeted advertising, promotions and events, consumer health promotions, media relations, digital marketing, and content development.

Consumer Information

Focuses on the areas that most directly drive consumer demand for beef: eating experience, nutrition, how food is raised/grown, convenience/versatility, and price. The projects identified will work to develop integrated campaigns that enhance the desirability of beef and shift perceptions of beef and cattle farmers.

Industry Information

Focuses on producer education efforts, certifying and providing industry information and toolkits to build trust and positively influence the demand for beef. Developing beef leaders, spokespeople and influencers through the Masters of Beef Advocacy and Youth Council programs.

Research

Sound scientific evidence developed, continual outreach to key stakeholders and influencers to share the knowledge, science education of the key audiences and a continual monitoring of consumer habits and perceptions is essential to build and feed the cycle of "trust and knowledge."

Producer Communication

Growing Ohio producers' understanding of the Beef Checkoff by sharing information on how dollars are invested in promotion, research, and education programs.



Marketing

OBC’s consumer marketing efforts are aligned with the three-year strategy and are specifically designed to build trust in beef through ongoing education while inspiring consumers to choose beef more often. Primarily, the messages focus on the areas that most directly drive consumer demand for beef: convenience/versatility, eating experience, nutrition, price, and how food is raised and grown. Identified projects work to develop integrated campaigns that enhance the desirability of beef and shift perceptions of beef and cattle farmers and ranchers. OBCs efforts include campaign creation, advertising, work with thought leaders and culinary inspiration.

OBC will work with National and utilize the Consumer Beef Tracker (CBT) that allows us to gauge if marketing efforts are impacting consumer attitudes and perceptions for areas of focus. Since the survey is ongoing, and has been since 2018, we are able to see changes over time. All Consumer Marketing Goals are based around focused strategies and monitored in the CBT.

1. Expand or maintain average of 70% of consumers eating beef 1x or more weekly by increasing beef eating occasions through inspiration and education about beef’s benefits.
2. Increase the percentage of consumers (47%) who rank beef 1st as good for many types of meals. Educate consumers regarding cuts they are less familiar with and new ways of cooking familiar cuts of beef.
3. Educate consumers about beef’s nutritional benefits to increase the percentage (44%) of consumers who rank beef as the top protein of choice for being nutritious.

Core Audiences



Aspiring Advocates



Family Food Enthusiasts



Social Planners

- Health & wellness
- Active lifestyles
- Interest in where food comes from/animal welfare

- Younger-skewing
- Higher-income
- More education

- Active and social
- Family/friend focused
- Digitally savvy
- Familiar with beef cuts and prep methods

Ohio Campaign Paid Media

(Promotion, Consumer Information)

Utilize Federation staff expertise (no agency fees) for cost-effective paid media throughout the year targeting Ohio consumers with content and key messaging.

- Nutrition and the wellness benefits and advantages that beef brings to the table.
- Raised and Grown and the people in the beef community who are committed to safely and sustainability raising cattle.
- Convenience/Versatility and cooking beef in appetizing, simple-to-prepare meals that stretch your meal planning through various cooking methods and cuts.

Content includes video, photography, and audio assets. Media will disseminate creative assets across popular platforms, including YouTube, Connected TV (ESPN, Hulu, Disney+, ect.), Google Search and Display.

OBC Social Media Advertising

(Promotion, Consumer Information, Industry Information)

Social media is a two-way communication channel with billions of active users which can increase brand loyalty and trust. OBC will run campaign ads and boost content to reach targeted audiences, increase visibility, and drive engagement to OBC’s website recipe, nutrition and raised and grown landing pages. Paid ads support organic content by amplifying reach and visibility, increasing the chances of user engagement. Platforms include Facebook, Instagram, Twitter, TikTok and Pinterest.

Printed Materials

(Promotion, Consumer Information, Industry Information)

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 blackboards, and other shared county materials.

Evergreen Content Development

(Promotion, Consumer Information)

This project provides assets around the key beef attributes that are evergreen in nature. OBC will refresh available assets like infographics, as well as create new ones that go beyond the demand driver content creation.

Culinary Studio

(Promotion, Consumer Information)

Content Creation

- OBC will develop engaging in-house content to better promote beef to Ohioans to build awareness and trust in our consumers with recipe photography and short and long form videos. Content may include items such as meal plans, educational videos, how-to videos, and other educational formats pertaining to beef cooking techniques, food and flavor pairings, beef cut applications, and other new and exciting ways to cook, menu, and serve beef.

Educational classes and event hosting

- Educational opportunities include on-line cooking classes, nutrition-based content and classes, and beef primal breakdowns. Hosting could include Farm to Plate, Influencers, Dietetics and Healthcare Professionals, Chefs and Media.

This creates more opportunities to reach consumers without production and rental fees and eliminates time restraints all year.

Federation and State Beef Council Campaign Support

(Promotion, Consumer Information)

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

Ohio State University Athletics Partnership

(Promotion, Consumer Information)

OBC will continue its partnership with OSU Athletics to promote beef and the nutritional benefits to thousands of fans and consumers. Work with OSUs NIL team to identify and partner with student-athletes and the use of the OSU trademark on print and digital assets.

Gameday Tastes & Traditions

- Digital and print recipe booklets, social campaign, video board, and PA announcements.
- NIL Fund toward three (3) student-athletes to create 30-second spots highlighting beef's flavor, versatility, and nutritional benefits for social and paid media.

4Miler

- Presenting sponsor with logo on all race advertising and race day signage, t-shirt, and medals.
- Nutritional beef inserts in 10,000 race packets.
- Day of event activation booth to hand out recipes, information and jerky to attendees while talking beef.

OHSAA Partnership

(Promotion, Consumer Information)

OBC will partner with the Ohio High School Athletic Association to highlight lean beef as the top protein for student athletes and their families. With over 2 million fans attending 75 state championships, OBC will have full-page ads in all programs and logo inclusion on all digital signage. Two (2) direct emails to high school and middle school officials, coaches, principals, athletic directors and superintendents (20K reach) will promote the Sports Nutrition Game Plan program, which teaches proper nutrition principles, sports nutrition, and how beef plays a role in fueling training, performance, and recovery. Four (4) sponsored Twitter posts.

Student Leadership Conference

- Lunch sponsor with inclusion in the SLC booklet, two OBC videos to be shown and beef jerky giveaways to participants in activities.

Athletic Director Workshop Luncheon

- Lunch sponsor and Sports Nutrition Game Plan presentation.

Eat Beef Ohio Passport

(Promotion)

Continuing the activation of a digital passport to drive measurable business to Ohio restaurants who feature a beef signature dish or burger. During this program, consumers will collect loyalty points as they visit each location and purchase a beef meal. At the end of the year consumers with the most points will earn a prize. This program will also help build relationships with restaurants across all of Ohio. The program will include local meat markets.

Ohio Beef Month

(Promotion, Consumer Information)

May is Beef Month! OBC will develop a multi-layered promotion effort, in unison with the Federation's "Grilling" 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 are not limited to, food bloggers, giveaways, paid Facebook promotions, and donation efforts.

Ohio State Fair

(Promotion, Consumer Information)

OBC will promote beef and veal industries to consumers attending the Ohio State fair through educational exhibits and engaging events.

- Meat-cutting Demonstration - educating fairgoers of the versatility of beef.
- Voinovich Building Exhibit - create an engaging exhibit to help educate fair goers with our Raised & Grown demand driver to help build trust in the beef industry.
- Little Farmers - another opportunity to share information about beef with a younger audience and their parents. The exhibit could also include Beef in the younger years messaging.
- 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.

Ohio Stories

(Consumer Information)

Videos featuring Ohio Beef farming families to be used as tools to educate consumers on how beef is raised and about the Ohio Beef Council. Videos will be used on social media platforms to drive consumers to OhioBeef.org.

Hospitality Institute of Ohio

(Promotion, Consumer Information)

OBC will work with the Ohio Culinary Federation to pinpoint 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 FY25. OBC will host ProStart student farm tours, provide classroom grants, and sponsor beef contests at the state and local levels.

ProStart Annual Burger Battle

- Event sponsor with logo on signage and t-shirts.

ProStart Educators Education Event

- Hosting an educational event for Ohio's ProStart educators to update them on beef cuts, nutritional benefits and eating experience trends.



Thought Leader Outreach & Engagement

Working with chefs, culinary professionals, recipe creators, beef industry experts and others with influence over consumer attitudes and perceptions, this program allows OBC to continue to grow consumer trust and promote the multiple advantages of beef. Projects include photo and video social media posts, in-person and virtual events, and other promotional opportunities.

Influencer Program

(Consumer Information)

Consumers are more likely to seek out and trust influencers than brands, and influencer marketing does not need to be limited to influencer channels. Influencers and thought leaders engage audiences across platforms to consume beef beyond their influencer channels.

- Food Bloggers - creation and promotion of beef recipes and informational posts that will be utilized on ohiobeef.org, social media and Pinterest. Includes a veal featured post.
- Social Influencers - chefs, foodies, or fitness influencers post on their social platforms to educate and promote beef.
- Influencer Tour - a beef immersion experience to increase our influencers cattle production knowledge and give them access to new culinary trends in beef.

Beef Promotion Grant Program

(Consumer Information)

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 Cattlemen's Corner section.



Nutrition, Health and Medical Experts

Nutrition is an established driver of beef demand. With attention to beef’s role in healthy, sustainable diets at an all-time high, the public needs evidence-based reassurance that beef supports their health and well-being. Recommendations from nutrition, health and medical experts are influential in shaping consumer opinions about beef. This program builds relationships and partners with trusted and credentialed nutrition, health, medical and wellness experts and “thought leaders” to share credible perspectives about beef to inspire authentic peer and consumer support for beef’s role in a healthy diet. Individuals regularly engage with other professionals with the intention of learning, building community, and refining influencer health messaging. They also reach consumers with inspiration, education, and recommendations.

Dietetic Outreach

(Consumer Information)

The program will provide a hands-on learning experiences and continuing education credit for registered dietitians in the state of Ohio. This may include presentations at local dietetic association meetings and farm tours.

School Nutrition Association of Ohio - Industry Partner

(Consumer Information)

The Ohio Beef Council will continue to be an Industry Partner of the School Nutrition Association (SNA) of Ohio, comprised of over 1,400 members across the state. The SNA of Ohio has been advancing the availability, quality and acceptance of school nutrition programs as an integral part of education since 1968. The Association strives to see that all children have access to healthful school meals and nutrition education. As an Industry Partner, Ohio Beef Council will exhibit at SNA’s Expo and Education Event and their Annual Meeting in addition to having recognition on the SNA of Ohio website.

Nutrition and Healthcare Relations

(Consumer Information)

Coordinate educational programs and promotions with professional nutrition and healthcare organizations. Will exhibit at conferences and organize conference speakers through the nationally funded nutrition seminar program.

Clinic Outreach and Engagement

(Consumer Information)

Extend nutritional toolkits and resources to dietetic clinics and physician 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.

Quarterly Nutrition Newsletter

(Consumer Information)

Quarterly e-newsletter will be sent to nutrition and health professionals to communicate the nutritional benefits of beef. Newsletters main contain a health recipe, upcoming events, or new trends and research regarding beef and nutrition. Newsletters will also be used to disseminate information regarding nutrition-related webinars and continuing education programs for Registered Dietitians sponsored by the Federation.



Channel Marketing

Supply chain channels are ever-changing, and OBC strives to provide key decision makers within foodservice, retail, food distribution and manufacturing channels with continuous education, information, and resources to promote beef sales. Working with these organizations gives the Beef Checkoff the opportunity to significantly increase its reach to the customer base of the partner organization, resulting in a greater impact of the producer dollar. This year, focusing on impactful content development, along with further engagement and extension to channel marketing partners will be top priorities.

Retail Partnerships

(Promotion, Consumer Information)

Maintain associate membership within the Ohio Grocers Association as an outlet for establishing new retail relationships and broadening promotional opportunities in the retail market.

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 such as e-comms and digital coupons. OBC will extend national/regional retail beef promotion campaigns.

Foodservice Partnerships

(Promotion, Consumer Information)

OBC will foster relationships with food service 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.

Cleveland Independants and Columbus Independants

- Membership includes logo on signage during restaurant weeks and access to chef.

614 Burger Week

- Title Sponsor with Logo on event and In-house, print, event menu, web, social, and radio.

E-Commerce

(Promotion)

E-commerce is both a big business and a big opportunity to sell beef to the millions of consumers purchasing groceries online. OBC look for opportunities to work with leading companies to target and reach consumers shopping online, driving more growth of the overall beef category via online sales.



Youth Education

Education initiatives serve as foundational building blocks for creating awareness, fostering consumer trust, and nurturing the next generation of industry leaders. By providing educators with essential resources, these initiatives empower them to inspire and engage students effectively. As educators receive support in the form of training, materials, and innovative teaching methods, they can cultivate a knowledgeable and responsible workforce. This not only enhances the learning experience but also strengthens the connection between education and industry, ensuring a brighter future for all.

K-12 Teacher Resources

(Consumer Information)

Beef in the Classroom Grant

- Working with Family & Consumer Science teachers and culinary instructors across the state of Ohio to provide opportunities to reinforce lessons about lean beef selection, storage, preparation, nutrition, and food safety. Educators will be able to be reimbursed up to \$200 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.

Teacher Resource Guides

- Maintain its Beef in the Classroom Teacher Resource Guide with up to date information for use in FCS classrooms across the state.
- Collect resources from other SBCs to create K-4, 5-8 and 9-12 toolkits.

Exploring Careers in Agriculture Video Series

(Consumer Information)

OBC will create an engaging and educational video series targeted at high school students to highlight diverse careers in agriculture. By showcasing the variety of career paths in agriculture, this video series will inspire students to consider professions in farming, animal science, agricultural communications, food production, sustainability, and agribusiness. This project may be in collaboration with the Ohio Soybean Council, as their strategic plan is to build understanding and increase knowledge of modern agriculture, while also advancing workforce development in the agricultural sector.

Ag Day Kits

(Consumer Information)

OBC will create kits featuring color sheets, stickers, and educational information for Ohio FFA chapters to distribute during Ag Day demonstrations for elementary students.

Ohio FFA Convention Career Show and Expo

(Industry Information)

Connect directly with students who are passionate about agriculture and the beef industry. This is an opportunity to inspire and educate the next generation of leaders in the field. Meet and collaborate with educators, industry professionals, and fellow exhibitors. Building these relationships can lead to future partnerships and collaborations.

Ohio Beef Youth Council

(Industry Information)

Build a greater awareness surrounding several topics in the beef industry while also cultivating youth to become highly educated and successful individuals that will comprise the next generation of future leaders and beef advocates. Goals of this program include:

- Increasing knowledge of modern agriculture through real-life experiences, simulations, presentations, and workshops which cover several aspects of the beef industry
- Encouraging youth to pursue educational and career opportunities that align with the needs of Ohio's agriculture workforce
- Demonstrating the value of Checkoff investments by showing how OBC works to strategically secure the future of the beef industry

Collegiate Organizations Partnerships

(Consumer Information)

Coordinate and sponsor Ag Day celebrations and similar educational events such as the Ohio Farm Bureau Federation's Ag in the Classroom program, CFAES Annual Banquet, Farmer's Share hosted by the Agricultural Communicators of Tomorrow (ACT) student chapter, agricultural literacy and immersion experiences for students and faculty outside of the College of Food, Agricultural, and Environmental Sciences, and other collegiate-oriented events in high-traffic areas on campuses.

OSU Steak Night

(Promotion, Consumer Information)

OBC is excited to propose a sponsorship for an engaging and educational "Steak Night" in the Ohio State University dining halls. This event will not only provide a delicious and nutritious steak dinner for students but will also serve as an opportunity to educate them about Ohio's beef industry, the families behind it, and the sustainable practices used in raising high-quality beef.

Off-Campus Living Expo

(Consumer Information)

During this interactive event OSU students, parents, faculty and staff gather information about off-campus living and safety. OBC will demonstrate proper beef storage, handling and cooking methods and provide information on beef nutritional benefits and budget-friendly recipes.

Exhibits

(Consumer Information)

Create interactive exhibits to connect with youth during events.



Industry Information

The three-year strategy for all Checkoff work is to build trust and positively influence demand for beef. Continuing to build our BQA certification numbers, increasing availability of robust tools and resources, and equipping producers to share their story, will feed the cycle of “trust and choice.” Building a robust network of producers and influencers, developed as spokespeople through the Masters of Beef Advocacy and Trailblazers programs, amplifies trusted voices.

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 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.

BEEF 509/510

Producer focused education 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. The 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 courses are designed for those who have completed the 509 courses.

Environmental Stewardship Program

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

Exhibits

The Ohio Beef Council will exhibit at events where producers can get information about the checkoff program and ask questions. Locations may include Farm Science Review, Ohio Dairy Expo, and the Ohio Farm Bureau’s Young Ag Professionals Winter Leadership Experience.

Young Cattlemen’s Conference and Tour Sponsorship

Provide support for 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.

Beef and Veal Issues Management

Federation’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.

Ronald McDonald House Celebrity Steer Show

OBC will partner in hosting a celebrity steer show and sale fundraiser during the 2025 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 while supporting an important cause.

2025 Reciprocal Meat Conference

OBC is excited to propose a sponsorship for the Reciprocal Meat Conference with the American Meat Science Association (AMSA) hosted by Ohio State University. The conference is a global scientific conference addressing current research in the production and distribution of animal protein food products.

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 Livestock Coalition

Support and maintain one board of directors' seat on the Ohio Livestock Coalition. The purpose of OLC is to assist the livestock industry is 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.

FMD Planning

Preparing for a possible Foot and Mouth Disease (FMD) outbreak via coordination with the FMD Cross-Species Team. In conjunction with ongoing FMD planning on behalf of the beef industry, this program ensures that the entire beef industry, including all Checkoff contractors, has access to the resources and information needed to respond to a variety of issues and crises and, ultimately, that the beef industry maintains consumer confidence and demand when issues and crises arise.

Crisis Planning

Develop and deliver resources such as crisis plans, talking points, media statements, fact sheets, infographics, videos, and various digital assets, to deploy when issues or crises arise. Having plans and resources in place allows us to communicate quickly and effectively with consumers, media, influencers, and other stakeholders. Effective communication is crucial to protecting the beef industry and driving demand.

Extending Research

Current Beef Checkoff-funded research programs include Beef Safety, Human Nutrition, Product Quality, Sustainability and Market Research. The research conducted in these areas provides the knowledge foundation for the industry's Checkoff-funded marketing, promotion, education, and information programs.

Research is paramount in every decision impacting the beef industry. From understanding consumers purchasing behavior and attitudes about beef, to reducing safety threats at pre-harvest, to providing a product with a consistently great eating experience, to building the scientific evidence proving beef's role in a healthful diet, to conducting research that demonstrates that beef can be raised sustainably, research is essential.

OBC connects Ohio researchers to extend checkoff-funded Requests for Proposals (RFP) research opportunities. Additionally, OBC works to disseminate research results and knowledge learned once a project is completed.

Dashboard Consumer Surveys

OBC will utilize the Federation to conduct consumer surveys in Ohio to create a directional view of how consumers within the state are compared to the national survey on consumption, perceptions, consideration and agreement of beef. This information will help us better target the movable consumers and execute our marketing efforts more efficiently.

GLOBAL

U.S. Beef Promotion Partnership - Ohio Beef Council membership

The U.S. Meat Export Federation (USMEF) works to develop international markets for U.S. beef through programs aimed at expanding market penetration, gaining new market access, improving global consumer perceptions and building trust in U.S. beef.

The USMEF maximizes market access, develops demand among new and existing buyers and increases value of the entire carcass while displacing competitive products and defending current market share.

With 95 percent of the global population and 80 percent of the global buying power being located outside of U.S. borders, foreign marketing of U.S. beef is necessary in order to increase beef sales around the world. Add to that, the global population is projected to nearly double by 2050. Combined, these factors clearly show that exports of U.S. beef represent a growth opportunity for U.S. beef producers.

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, Jersey News, etc. and radio when opportunities arise.

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.

Checkoff and Collaboration Events

Hosting in-person producer communications events will allow us to build relationships with producers across the state and help better educate them on the checkoff and its recent investments. Being in-person allows us to provide them with promotional materials and one-on-one conversations with checkoff staff. OBC will attend auction markets on special sales, feeder calf sales, and other sale days that may have increased attendance and provide a quick 10-15-minute overview of the checkoff, how their dollars are being used, and the return we have seen from those investments. We will provide incentives to anyone who listens and participates in these conversations, lunch tickets, giveaway items, etc.

Annual Report

Continue to publish the Ohio Beef Council's annual report. The report is available at ohiobeef.org and is 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

OBC produces and distributes an annual leather calendar to auction markets, checkoff collection points, ODA, and other key industry leaders.

Producer Communication Newsletters

OBC will write, design, and distribute a bi-monthly edition of the Producer 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 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.

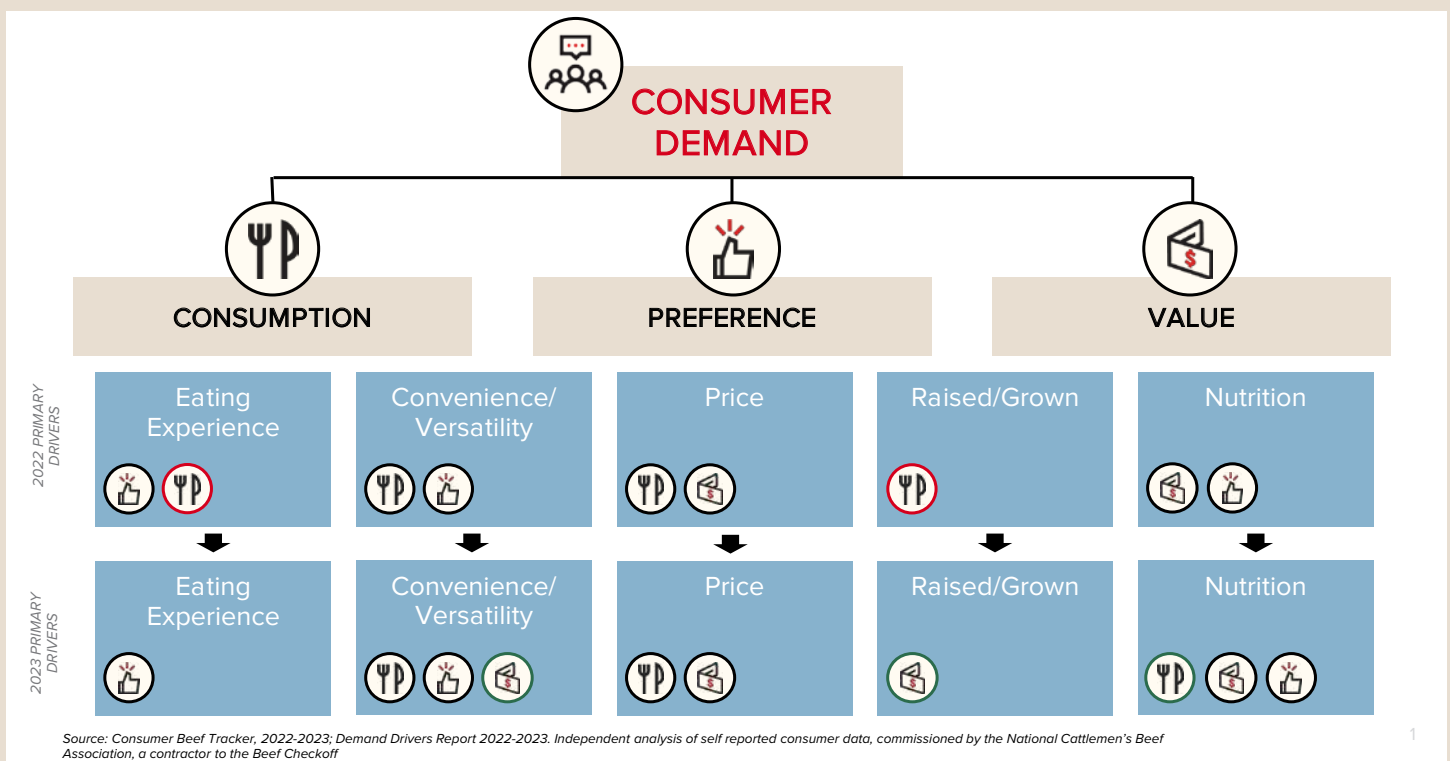
Ohio Beef Expo Trade Show Booth and Producer Communications

The OBC will purchase booth space in the Ohio Beef Expo trade show March 13-16 attended by nearly 30,000 cattle families throughout the Midwest. In addition, funds will be used for giveaways to encourage sign-up for the OBC producer communications newsletter.

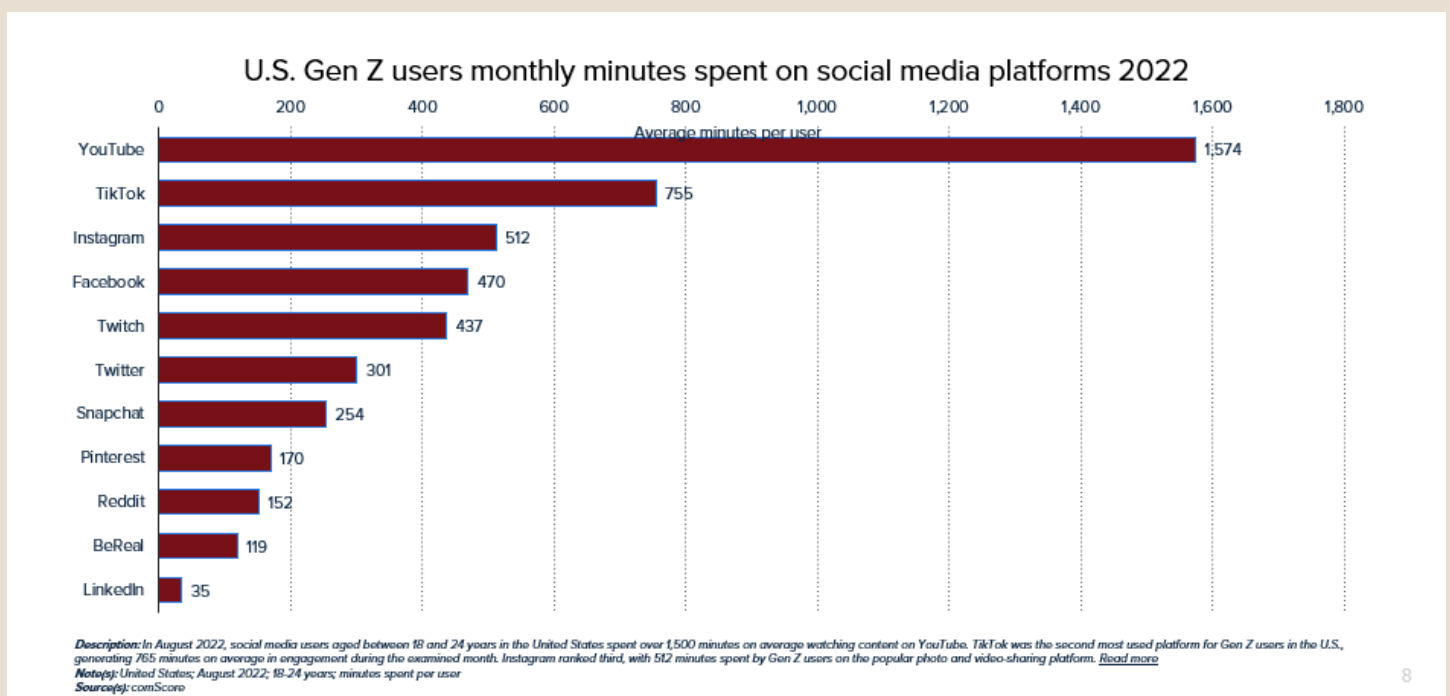
CBB The Drive Newsletter

CBB produces The Drive as a monthly e-newsletter and a quarterly newsletter, delivered by mail. Both provide cattle producers with the latest industry facts, statistics, and stories highlighting how checkoff dollars are driving demand for beef domestically and around the globe. The OBC will insert Ohio-specific checkoff program information in two of the quarterly Drive newsletters that are printed and mailed.

Consumer Self-Perceived Demand Drivers - New for 2024 (based on 2023 data)

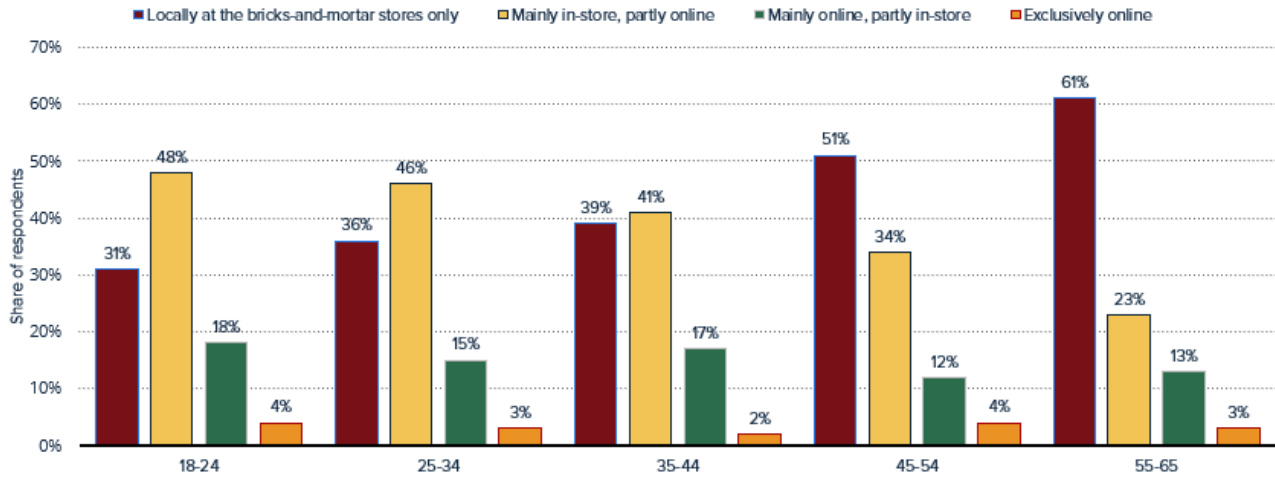


Average time spent on social media platforms (based on 2022 data)



Where consumers usually purchase groceries in the U.S. (based on June 2024 data)

Locations consumers purchase groceries by age U.S. 2023

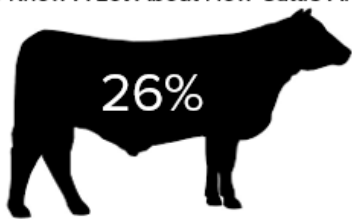


Description: According to a survey carried out in the United States in June 2023, overall the majority of each age group usually purchase groceries locally at the brick-and-mortar stores. Older shoppers seemed to shop in-store more than their younger counterparts. Some 61 percent of those aged 55-65 usually did their grocery shopping offline, while four percent of those aged 18-24 and 45-54 shopped exclusively online.
Notes: United States; June 20 to 29, 2023; 1,000 respondents
Source: Appinio

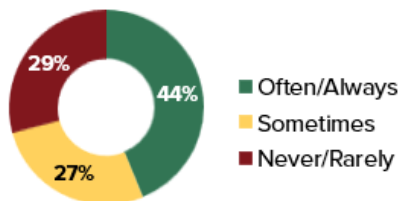
Consumer Production Knowledge & Concerns (based on June 2024 data)

71% say they consider how the food was raised or grown when making purchasing decisions, however, only 26% say they know a lot about how cattle are raised for food. Animal Welfare is the most reported concern.

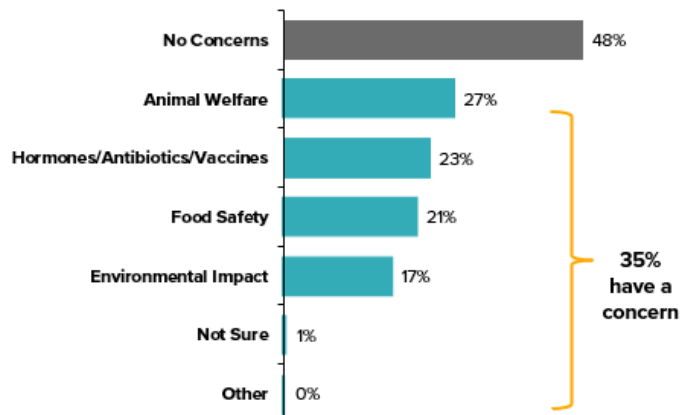
Claim to Know A Lot About How Cattle Are Raised



Consider How Food Was Raised/Grown When Making Purchases



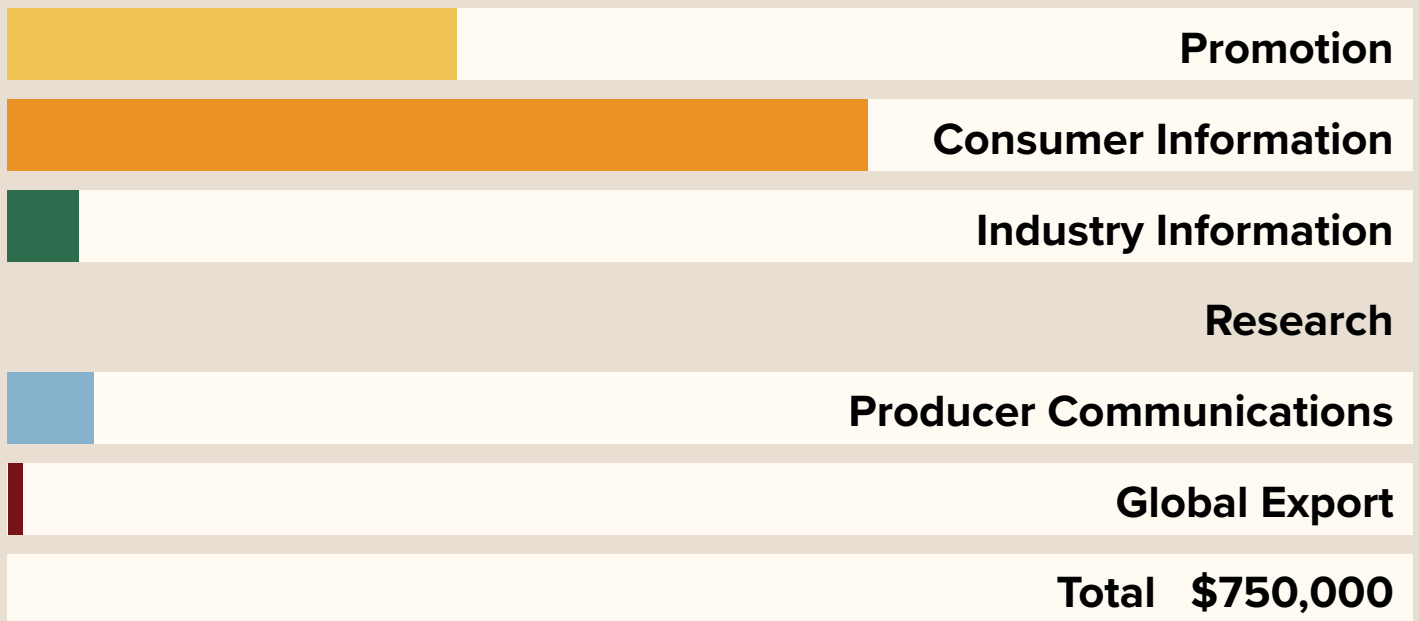
Aided Consumer Concerns with How Cattle are Raised for Food



Source: Consumer Beef Tracker January – June 2024. CR1r: Please indicate how knowledgeable you are about each of the following.; Q9: How much do you consider each of the following when you are deciding to have a meal at home with beef, chicken, pork, fish, meat alternatives, or some other source of protein.; CR2d: Do you have any concerns about how cattle are raised for food?; CR3bb: Continuing to think about how cattle are raised for food, we would like you to choose the top 3 areas, if any, you are most concerned about from the list below. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



FY25 Budget Breakdown



Reviewed and Approved by the Ohio Beef Council Operating Committee

Erin Stickel, Bowling Green, Chairman • Becky Reed, Springfield, Vice Chairman • Stan Smith, Canal Winchester, Treasurer • Mandy Atterholt, Loudonville • Mark Goecke, Allen • Lou Ellen Harr, Jeromesville • Bret Layman, Johnstown • Em Mowrer, Barnesville • Jake Osborn, Lynchburg • Allan Robison, Cable • Ben Seibert, St. Mary's • Bill Sexten, Washington C.H. • Susie Turner, Somerset • Kris Vincent, East Canton • Barb Watts, Alexandria • Elizabeth Harsh, Executive Director