



# Ohio Beef Council Annual Report

# 2021

## NEW TWIST ON OHIO STORIES VIDEO A HIT WITH CONSUMERS



Ohio Beef Council (OBC) continued the Ohio Stories video series during 2021 with a new twist. OBC partnered with Red Hill Farm in Freeport to create a unique video to add to the Ohio Stories collection. Red Hill Farm is a true 'pasture to plate' operation as the Raber Family raises cattle for use in their restaurants, where their partnering chef provides customers with a delicious beef experience. The video shows the relationship between the family and their chef, Steve

Wagner, who takes pride in knowing how the beef he serves has been raised. The video received an overwhelming response with 32,200 video views. Watch the video at [ohiobeef.org](http://ohiobeef.org) or follow Ohio Beef Council on social media.

## TWO-PART WEBINAR SERIES HOSTED FOR NUTRITION PROFESSIONALS THROUGH THE CHECKOFF

OBC and the Beef Checkoff partnered with the American Dairy Association Mideast to educate nutrition professionals on animal agriculture's environmental footprint through a two-part webinar series.



The webinar series about sustainability and cattle was successful with over 60 healthcare professionals attending. The first webinar featured Dr. Frank Mitloehner from UC Davis, who discussed methane emissions and how agriculture is on the path to climate neutrality with scalable solutions and tools to fight global climate change. The second program included a panel of Ohio agricultural experts who shared their experiences in environmental stewardship, animal care, technology, and research. The videos can be found on [ohiobeef.org](http://ohiobeef.org) and are approved for continuing education hours for registered dietitians.

## 4-MILER POWERED BY BEEF



In October, the Ohio Beef Council was a presenting sponsor of the Ohio State 4 Miler. Over 30,000 racers and family members gathered in The Shoe to #Finishonthe50. Beef was well represented as it was featured on all race materials, promotional pieces, and advertisements. OBC also had a presence on race day handing out beef jerky, beef swag and teaching racers about the nutritional benefits of beef.

Leading up to the event, OBC partnered with former Buckeye football great, Zach Boren, to produce a video that promoted beef as an essential protein in training diets and in everyday activities. These videos were viewed over 100,000 times by Facebook and Twitter users.

## BEEF AT THE CENTER OF OHIO STATE'S TASTES & TRADITIONS

This past year, OBC partnered with Ohio State University for the Tastes & Traditions promotion at Buckeye football home games. The massive game day audiences viewed beef on the main videoboard and heard PA announcements during every home game. Each home game featured a special beef burger that was shown on the main video screen and sold throughout the stadium. A social media campaign engaged Buckeye fans and promoted beef recipes. More than 252,000 Ohio State fans were reached, and 11,770 viewed game day-inspired beef recipes. The Tastes & Traditions digital and print publication was available for fans at each home game and included beef tailgating recipes and a center spread showcasing Ohio beef farmers, beef recipes.



## 2021 BLOGGER EFFORTS INCREASE BEEF CONSUMPTION IN OHIO

Throughout 2021, Ohio Beef Council's blogger partners were asked to develop and share beef-inspired recipes on their established blogs and social media channels during critical times of the year. The OBC sponsored these blog posts, and the cross-promotion of posts helped drive key users to OBC's social media accounts, building the number of fans and followers.

The OBC had an extremely successful year partnering with seven Ohio-based bloggers, based in various cities including Columbus, Cleveland, Cincinnati, and Dayton, and have large and engaged networks of followers. From January through December 2021, the bloggers:

- Created and shared 24 different blogs that contained information on Ohio beef farming and beef nutrition, as well as new exclusive recipes, on behalf of OBC.

- Received more than 40,000 blog views on their OBC-sponsored posts by an online readership of more than 2.3 million.
- Produced three cooking videos that OBC repurposed and shared across its social media channels.



## Ohio Beef Council Financial Report

Statements of Revenues & Expenses for January 1, 2021 - December 31, 2021

### Revenues

Federal Checkoff Assessments	\$1,056,266
Less: Remittances to States of Origin	(\$375,878)
Remittances to Beef Board	(\$338,072)
Net Assessments	\$342,316
State Checkoff Assessments	\$541,970
Less: Refunds	(\$3,773)
Net Assessments	\$538,197
Other Revenue	\$26,687
<b>Total Revenues</b>	<b>\$907,200</b>

### Expenses

National Program Investments	
U. S. Meat Export Federation	(\$14,000)
Federation SBC Investments	(\$14,000)
Total National Program Investments	(\$28,000)
Administration	(\$151,397)
Innovation	(\$233,050)
Stewardship	(\$88,182)
Nutrition	(\$79,182)
Issues Management	(\$42,718)
Producer Communications	(\$72,739)
Collection & Compliance	(\$25,267)
State Checkoff Expenses	(\$2,355)
Total Program Expenses	(\$543,494)
<b>Total Expenses</b>	<b>(\$722,890)</b>
<b>Excess of Revenues Over Expenses</b>	<b>\$184,310</b>

### Fund Balance

Beginning of Period	\$837,861
End of Period	\$1,022,171

Audited numbers

## 2021 OHIO BEEF COUNCIL OPERATING COMMITTEE

Erin Stickel, Bowling Green, Chairman  
 Bill Sexten, Washington C.H., Vice Chairman  
 Stan Smith, Canal Winchester, Treasurer  
 Mandy Atterholt, Loudonville  
 Dave Felumlee, Newark  
 Lou Ellen Harr, Jeromesville  
 Stephanie Harris, St. Clairsville  
 Jake Osborn, Lynchburg  
 Becky Reed, Springfield  
 Sam Roberts, South Charleston  
 Allan Robison, Cable  
 Garth Ruff, Malta  
 Kurt Steiner, Creston  
 Susie Turner, Somerset  
 Barb Watts, Alexandria  
 Elizabeth Harsh, Executive Director



[www.ohiobeef.org](http://www.ohiobeef.org)



## Dear Fellow Producers,



Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021, we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021 a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.

Sincerely,

Clay Burtrum  
Stillwater, Oklahoma  
Chair, Federation of State Beef Councils

**BEEF**



Funded by Beef Farmers and Ranchers

## Beef Enters Victory Lane



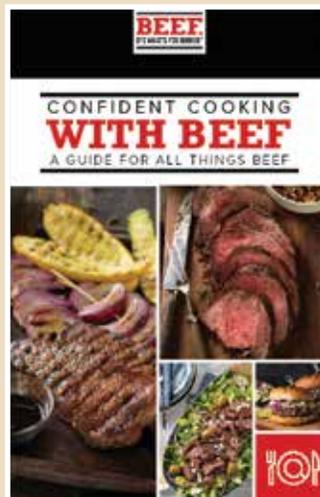
The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the *Beef. It's What's for Dinner.* 300. in February 2021. The race served as a unique opportunity to engage with consumers through social media, television advertising,

public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the *Beef. It's What's For Dinner.* 300 trophy and a cooler full of Tomahawk Steaks

## Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the *BeefItsWhatsForDinner.com* website also featured beef grilling favorites and producer stories from across all 50 states.

## Confident Cooking with Beef



*Confident Cooking with Beef*

is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the benefits of beef. With

tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.

# FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 50% of the Federation’s annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

## PROMOTION - \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on *BeefItsWhatsForDinner.com* featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

## CONSUMER INFORMATION - \$900,000

- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children’s Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

## INDUSTRY INFORMATION - \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

## RESEARCH - \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



## PEDIATRICIAN OUTREACH EXTENDS EARLY YEARS CONTENT



The American Academy of Pediatrics, the Women Infants and Children’s Program and now for the first time ever, the Dietary Guidelines

for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child’s diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

## CATTLEMEN’S BEEF BOARD FISCAL YEAR 2021 EXPENDITURES

Promotion . . . . .	\$8,641,332
Research . . . . .	\$8,838,176
Consumer Information. . . . .	\$8,160,511
Industry Information. . . . .	\$3,138,923
Foreign Marketing . . . . .	\$8,479,193
Checkoff Communications. . . . .	\$171,679
Producer Communications. . . . .	\$1,568,937
Program Evaluation . . . . .	\$263,087
Program Development . . . . .	\$316,474
USDA Oversight* . . . . .	\$695,634
Administration. . . . .	\$1,502,147
TOTAL EXPENSES . . . . .	\$41,776,093

Unaudited numbers

\*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen’s Beef Board to USDA for oversight fees during the year. The remaining \$96,634 is related to cost incurred by Cattlemen’s Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.