

Your \$2 CHECKOFF UPDATE

Investing in programs that build beef demand to keep beef top-of-mind for consumers.

FY24 July

OHIO
BEEF
COUNCIL

BEEF
COUNCIL



Lean beef
Smart for your heart.



Shop now

Beef e-Commerce

The Ohio Beef Council (OBC) and the Beef Checkoff extended a Beef. It's What's for Dinner e-commerce campaign at the state level during February Heart Health Month and March Nutrition Month. The campaign with a national retailer delivered over 3M ad impressions to Ohio consumers and resulted in \$1.86M in traceable/attribution beef sales.



Ohio Chefs sizzle in the Culinary Studio

Thousands of consumers are watching Ohio chefs create beef dishes in the Ohio Beef Council's Culinary Studio as a part of the council's Featured Chef video series. Chef Wayne Lewis from 60minutechef.com and season 13 of MasterChef presented two recipes featuring ribeye steaks and short ribs. Chef Vinnie Cimino from Cordelia in Cleveland and a 2024 James Beard Award finalist demonstrated two recipes featuring Picanha steaks and smash burgers. Viewers can follow along with the chefs to create the dishes at home while learning the best cooking methods and tips on OBC's YouTube channel. Each recipe can be found and shared on ohiobeef.org

Ohio Beef Council • 10600 U.S. Highway 42 • Marysville, OH 43040 • 614.873.6736 • www.ohiobeef.org



Forms and postage-free envelopes for remitting beef checkoff funds are available by contacting the Ohio Beef Council office. Please remember the Ohio Beef Council is required by federal law to collect a two percent late payment charge on any assessment due and not postmarked by the 15th of the month following the month of transaction. For example, all beef checkoff dollars collected during July are due by Aug 15. Any late remittance will automatically be assessed the two percent late payment charge. As always, we appreciate your assistance in the collection and conveyance of these funds.

Staff Cooks up Easy and Nutritious Videos

The OBC Operating Committee recently expanded its beef nutrition focus through the creation of a full-time position. Anna Gest of Grafton, Ohio will serve as the Manager of Nutrition Education Programs. Gest was most recently the part-time Nutrition Coordinator for the council.

Gest is a Registered Dietitian who has been working with OBC since 2018. As Manager of Nutrition Education Programs, Gest will engage with medical professionals, health organizations, educators, and school nutrition stakeholders to share beef, nutrition, and health information. She will also assist with digital and social media campaign creation related to beef as part of a healthy lifestyle. This includes producing easy and nutritious beef recipe videos to share with consumers.



Beefing up School Nutrition

Ohio Beef Council is proud to be an Industry Partner of the School Nutrition Association of Ohio. OBC staff member Anna Gest attended the 2024 School Nutrition Association of Ohio annual meeting held June 11-13 in Hamilton. The meeting brought together nearly 200 of Ohio's school nutrition professionals and industry leaders to discuss emerging trends in school food service.

Coming Soon

Family and Consumer Sciences

Beef Toolkit

With the success of the Beef in the Classroom grant, OBC is working on creating a Beef Toolkit for Family and Consumer Sciences (FCS) teachers to utilize in the coming school year. This resource will provide teachers with the information needed to utilize beef in the classroom for a variety of FCS courses. Be on the lookout for updates and links to share with your local schools.



The Beef Checkoff Partners with Little League® to Keep Athletes Fueled with Beef on the Plate

With baseball and softball season underway and the kickoff to summer grilling season fast approaching, the Beef. It's What's For Dinner. brand, funded by the Beef Checkoff, is excited to announce the perfect partnership between beef and baseball/softball as a proud partner of the Little League® World Series this year.

“This partnership provides a unique opportunity to reach a younger audience and their families with facts about beef and recipes they will love,” said Dan Gattis, NCBA Federation Division Chair. “With approximately two million players annually, Little League teams account for 70% of youth baseball in the U.S. and makes them an ideal partner for the Beef Checkoff.”

The partnership, which will name Beef as the official sponsor of the Perfect Home Plate with Little League, will include a variety of advertising opportunities, including a digital video series to inspire consumers to choose beef. It will culminate with a beef dinner the night before the opening game of the Little League Baseball® World Series to fuel the young athletes with high-quality protein and help them prepare for 11 days of competition.



Ohio Beef Council • 10600 U.S. Highway 42 • Marysville, OH 43040 • 614.873.6736 • www.ohiobeef.org



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