

Your \$2 CHECKOFF UPDATE

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

FY25 March

OHIO
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COUNCIL

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2024 E-Commerce Results Sell Beef

OBC and the Beef Checkoff extended the end of summer Beef. It's What's for Dinner e-commerce campaign at the state level in 2024. The tailgating campaign with a national club store reached 524M households and resulted in a \$35 incremental return on ad spend (ROI) at the national level.

At the state level, OBC saw \$1.07M in traceable/attributable beef sales and resulted in an ROI of \$209 in attributable beef sales.

OBC will continue to participate in e-commerce campaigns this spring.



Reviewing 2024 Beef Checkoff Investments

The Ohio Beef Council (OBC) recently hosted a successful Lunch and Learn event designed to update producers and youth on the latest Beef Checkoff programs and resources. The event brought together industry stakeholders for an informative session focused on Ohio's 2024 checkoff investments.

Attendees had the opportunity to engage with OBC board members and staff, who managed various stations throughout the event. Nutrition, social media and youth education were among the station topics offering an in-depth look at how checkoff funds are utilized to benefit the Ohio beef industry.

In addition, OBC introduced a new video that highlighted the impactful work of Beef Checkoff programs in 2024. The video featured key projects and initiatives funded by checkoff investments, giving attendees a comprehensive view of the value these programs bring to producers across the state.

The new event was successful in accomplishing the council's goal to keep stakeholders informed and engaged on the Beef Checkoff program.

Find the video at 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 March are due by April 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.



Souper Bowl Season

In partnership with Kroger, OBC celebrated National Soup Month in support of ABC6's annual Souper Bowl of Caring campaign. This partnership highlights the importance of nutritious meals while encouraging the community to support local food banks during the Super Bowl season.

As part of the initiative, Anna Gest, registered dietitian and OBC Manager of Nutrition Education Programs demonstrated how to prepare a delicious and hearty Classic Beef and Barley Soup. During the live TV segment, Anna shared valuable insights into the health benefits of incorporating beef into a balanced diet, underscoring why beef is an excellent choice for fueling an active and healthy lifestyle.



2025 Ohio Beef Council Marketing Plan Released

OBC published its FY25 marketing plan, providing insight into Beef Checkoff investments for the new year. The Beef Council's mission is to engage with Ohio's producers and consumers to strengthen the demand for beef. This is accomplished through an integrated state and national marketing partnership to grow consumers' trust in beef production. OBC will focus on four demand drivers of Nutrition, Raised and Grown, Eating Experience, and Convenience/Versatility. The complete FY25 Marketing Plan can be found on ohiobeef.org. One purpose of sharing the marketing plan is to provide transparency to Ohio's beef producers who invest in the Checkoff.



Eat Move Groove with Beef

OBC was proud to sponsor a series of free community workshops recently held in Kettering, Ohio. These workshops were led by Susie Kundra, MS, RDN, LDN, a renowned nutrition and wellness expert, and author of *Eat Move Groove: Unlock the Simple Steps to Lifelong Nutrition, Fitness & Wellness*.

Kundra, a registered dietitian, educator, and clinical professor emerita with the University of Wisconsin-Milwaukee College of Public Health, presented four workshops that provided practical, science-based advice for living a healthier and more active life. These engaging sessions were designed to help participants incorporate simple steps to improve their daily nutrition, fitness, and overall well-being.

The workshops included healthy snacks including beef jerky and roast beef wraps as the main course.

Find us at the Ohio Beef Expo!

FY25 CALENDAR

Mar 1	Beef Promotion Grant Due
Mar 13-16	Beef Expo
Apr 13	OSU 4Miler
Apr 28	Chef Farm Tour
June 1	Beef Promotion Grant Due

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