

Your \$2 CHECKOFF UPDATE

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



OHIO BEEF COUNCIL ANNUAL REPORT 2024

Scan to watch 2024 Highlights video

Over 1.6M Video Views
The Ohio Beef Council (OBC) created a culinary studio to build consumer confidence in cooking beef through online videos. The studio features OBC's Chef series, with Ohio chefs like Wayne Lewis and Vanya Cerny preparing beef recipes for the camera. OBC's YouTube channel has over 1.6 million views, and OBC's content is available on OBC's YouTube channel and at checkoff.org.

90K Race Day Packets
OBC was a proud sponsor for The Ohio State University's Miller race in 2024. Over 90,000 meals gathered around The State of Ohio's Beef & Pork Festival. OBC provided 90,000 meals and ingredients as a way to thank the fans, supporters, and participants of the race. OBC had a booth at the event, and OBC's staff prepared and served beef burgers, fries, and other items, and teach more about the nutritional benefits of beef to the race fans.

60K Plus Viewers Streaming ESPN
OBC is partnering with Ohio State University (OSU) to bring back the "Beef & Tradition" to highlight the beef industry's role in Ohio's history and culture. The annual event is a celebration of the beef industry and the state's rich beef heritage. OBC is proud to be a part of this event, and we are excited to see how many fans will tune in to watch the event.

19K Emails into Ohio Schools
Through its partnership with the Ohio State Athletic Association (OSAA), OBC provided 19,000 copies of high school principals, superintendents, athletic directors, coaches, and officials about beef's nutrition benefits for students and student athletes. OBC highlighted beef's role in an active lifestyle with a nutrition message from the Ohio State Athletic Association (OSAA) Student Leadership Conference, where over 800 athletes learned to build strong character and leadership.

K-12 Resources
OBC is working on creating a Beef Toolkit for Family and Consumer Sciences (FCS) teachers to utilize in the cooking school year. The resource will provide teachers with the information needed to align beef in the classroom that a variety of FCS teachers can use in their classrooms for updates and links to share with your local schools.

DRIVING THE DEMAND FOR BEEF.



2024 Ohio Beef Council Annual Report Released

The Ohio Beef Council (OBC) recently published its 2024 annual report, sharing Ohio Beef Checkoff program results directly with the producers who make these beef demand-building investments. The annual report includes an overview of revenues and expenditures for fiscal 2024 and summaries of programs for the year. The publication aims to provide financial transparency to Ohio's beef producers who pay the checkoff.

To request a copy of the annual report, please email beef@ohiobeef.org or call 614-873-6736. The annual report can also be viewed online at ohiobeef.org and was printed in the spring issue of the Ohio Cattleman magazine.

Celebrating National Nutrition Month® with Ohio Beef Council

In March, the Ohio Beef Council (OBC) proudly celebrated National Nutrition Month®, joining the Academy of Nutrition and Dietetics in recognizing how food brings people together and supports lifelong health. This year's theme, "Food Connects Us," provided a timely opportunity to share how beef fits into balanced meals that nourish both body and community.

To mark the occasion, OBC honored its Manager of Nutrition Education Programs, Anna Gest, MS, RDN, LD, on National Registered Dietitian Nutritionist Day (March 12). Anna leads OBC's nutrition education efforts across the state, helping Ohioans understand the value of high-quality protein—like beef—in a healthy diet.

Throughout the month, OBC utilized Beef Checkoff dollars to reach consumers online with credible, dietitian-led content. This included a "Dietitian Pick" beef recipe featured across social media platforms: Classic London Broil made with lean top round steak. The recipe highlighted beef's versatility and nutrition, showing how it can serve as a wholesome, flavorful centerpiece for family meals.

Thanks to Checkoff support, OBC continues to engage with consumers and health professionals through timely nutrition education. To see what was shared throughout March—and year-round—follow @OhioBeef on social media.

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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 May are due by June 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.



Fueling Champions with Beef

The Ohio Beef Council (OBC) proudly partnered with Noah Carmichael, standout sprinter for The Ohio State University Men's Track & Field team, to highlight the vital role beef plays in living and performing at your best.

As part of the campaign, Noah filmed two exclusive videos—one showcasing beef's powerful nutritional benefits and another spotlighting the high-energy excitement of the Ohio State 4 Miler, where thousands of runners finish on the 50-yard line inside Ohio Stadium.

To connect with race participants, OBC included 12,000 lean beef recipe cards in race day packets and handed out 7,000 bags of beef jerky to fuel athletes and fans alike. Attendees also joined in an interactive Farm to Gym workout, bridging the connection between food, fitness, and farm life.

Packed with protein, iron, and essential nutrients, beef is a smart choice for active individuals. Noah's dedication to performance, discipline, and balanced nutrition makes him the perfect ambassador for sharing how beef powers champions—from the track to the table.



Cleveland Chefs Experience the Farm

OBC hosted a Farm to Steak Tour for six Cleveland-based independent chefs, giving them a firsthand look at the journey beef takes from pasture to plate. This immersive experience connected culinary professionals with the people and processes behind high-quality Ohio beef.

The day began at Buckeye Creek Angus, where chefs met with a local cattle producer to learn about animal care, sustainability, and the daily commitment to raising premium beef. From there, the group visited E.R. Boliantz Co., a local beef processor, for a guided tour that highlighted the craftsmanship and precision behind beef fabrication and quality control.

The tour concluded with an in-depth session led by Dr. Lyda Garcia, meat scientist and educator with the OSU College of Food, Agricultural and Environmental Sciences, who explained the science behind beef's eating experience—from marbling and tenderness to flavor development—giving chefs new insight into selecting and preparing cuts for their menus.



May is Beef Month

OBC is kicking off Beef Month with the return of the Eat Beef Ohio Passport in May. The passport invites Ohioans to visit participating restaurants and local meat markets, support beef-loving chefs and butchers, and enjoy delicious beef dishes and cuts across the state. Whether you're dining out or cooking at home, the passport is your guide to discovering the best beef Ohio has to offer.

By checking in at participating locations, passport users can earn points, unlock beefy rewards, and even be entered to win exclusive prizes. It's a fun and flavorful way to support local businesses and celebrate the hardworking Ohio beef farmers who make it all possible.

Get your passport at ohiobeef.org/eatbeefohio

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