



# OHIO BEEF COUNCIL ANNUAL REPORT 2022

## CELEBRATING THE BIG GAME WITH BEEF

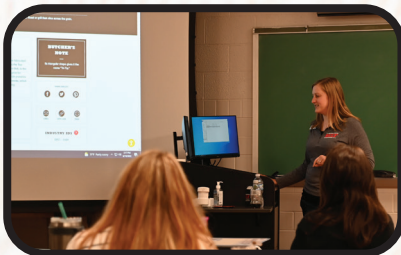


The Ohio Beef Council (OBC) promoted a successful Super Bowl social media campaign around the 2022 game. The Cincinnati Bengals made it to the big game for the first time since 1989, and beef was the

center of many celebrations. The social media campaign ran on Instagram, Facebook, and Twitter. The content was interactive and provided consumers with game day recipes on [Ohiobeef.org](http://Ohiobeef.org). OBC reached 24,816 consumers who viewed the content, and 554 visited [Ohiobeef.org](http://Ohiobeef.org) through this social media effort.

## BEEF CHECKOFF PROVIDES RESOURCES FOR DIETITIANS & HEALTHCARE PROFESSIONALS

The Ohio Beef Council hosted Beef Meets Science in June, a professional continuing education program for registered dietitians and nutrition students. Held at The Ohio State University, the event included presentations and hands-on learning from Dr. Lyda Garcia and OBC Nutrition Coordinator, Anna Gest. Attendees learned about beef grading and labeling, cuts of beef, and beef's role in a healthy diet.



Nutrition programming in 2022 included exhibiting at three healthcare professional conferences, cooking demonstrations, and several collegiate presentations for nutrition students and dietetic interns. In collaboration with NCBA, OBC promoted webinars for healthcare professionals through a quarterly e-newsletter and financially contributed to the mailing of nutrition toolkits promoting beef to pediatrician offices across the state.

## GROWING OHIO'S INFLUENCER PROGRAM

The Ohio Beef Council (OBC) continues to develop and grow a strong, impactful influencer program. In June OBC and the Beef Checkoff hosted five Ohio food bloggers on a Beef Meets Blog tour to further their understanding of the beef industry. The bloggers toured Robison Farms in Champaign County. Allan and Kelly Robison and their children, Noah and Josie, shared information and answered questions on the day-to-day operations of their cow-calf farm. In addition, the bloggers participated in a photography session with professional food photographer Maria Siriano. It included helpful tips and tricks on photographing beef, as well as correct light exposure techniques and equipment. The program concluded with a day-long program called The Science Behind Beef presented by Dr. Lyda Garcia, meat science extension specialist at The Ohio State University Department of Animal Sciences.

OBC's seven Ohio bloggers created 28 exclusive recipes for the Beef Checkoff that were shared over 10,000 times on social media. These included a Prime Rib Roast reel that gained 31,493 views and 240 shares on Instagram. With a combined readership of 605,000, each OBC sponsored blog post contained Ohio beef information, nutrition facts, cooking methods and connected readers to Ohio's beef farm families.





## OHIO STORIES VIDEO FEATURES BUCKEYE FOOTBALL & BEEF

The Ohio Stories video series was designed to put a face on Ohio's beef industry and help connect consumers while providing information about how beef gets from pasture to plate. This past year the Ohio Beef Council and the Beef Checkoff partnered with Ohio State Football player and beef farmer Cade Stover to create a new Ohio Stories video.

The video was released prior to the kick-off of the 2022 football season. Stover, one of the team's captains, attributes his success and determination on the football field to the work ethic learned on the farm raising cattle.

The video gained the attention of Kevin Griffin, Associate VP of Brand Engagement & Partnerships overseeing trademark and licensing for The Ohio State University. "A great example of storytelling, authenticity, and sincerity. The story pulls through the values and threads that we want to be connected to at Ohio State."

Stover's video ran on social media and received over 80,000 views and many new followers on OBC's social platforms. The video continues to grow attention with over 469,000 views across all platforms. Watch the video at [ohiobeef.org](http://ohiobeef.org)

## OHIO BEEF COUNCIL FINANCIAL REPORT

Statements of Revenues & Expenses for January 1, 2022 - December 31, 2022

### REVENUES

|                                       |             |                  |
|---------------------------------------|-------------|------------------|
| Federal Checkoff Assessments          | \$1,053,703 |                  |
| Less: Remittances to States of Origin | (\$354,520) |                  |
| Remittances to Beef Board             | (\$351,067) |                  |
| Net Assessments                       |             | \$348,116        |
| State Checkoff Assessments            | \$551,168   |                  |
| Less: Refunds                         | (\$3,911)   |                  |
| Net Assessments                       |             | \$547,257        |
| Other Revenue                         |             | \$11,084         |
| <b>Total Revenues</b>                 |             | <b>\$906,457</b> |

### EXPENSES

|                                    |             |             |
|------------------------------------|-------------|-------------|
| National Program Investments       |             |             |
| U. S. Meat Export Federation       | (\$18,600)  |             |
| Federation SBC Investments         | (\$14,000)  |             |
| Total National Program Investments |             | (\$32,600)  |
| Administration                     |             | (\$167,219) |
| Innovation                         | (\$350,669) |             |
| Stewardship                        | (\$107,498) |             |
| Nutrition                          | (\$72,770)  |             |
| Issues Management                  | (\$8,021)   |             |
| Producer Communications            | (\$60,322)  |             |
| Collection & Compliance            | (\$25,870)  |             |
| State Checkoff Expenses            | (\$4,005)   |             |
| Total Program Expenses             |             | (\$629,155) |
| Total Expenses                     |             | (\$828,974) |
| Excess of Revenues Over Expenses   |             | \$77,483    |

### FUND BALANCE

|                     |             |
|---------------------|-------------|
| Beginning of Period | \$1,022,171 |
| End of Period       | \$1,099,654 |

Audited numbers

## 2022 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

Lou Ellen Harr, Jeromesville

Stephanie Harris, St. Clairsville

Bret Layman, Johnstown

Jake Osborn, Lynchburg

Becky Reed, Springfield

Sam Roberts, South Charleston

Allan Robison, Cable

Ben Seibert, St. Mary's

Susie Turner, Somerset

Kris Vincent, East Canton

Barb Watts, Alexandria

Elizabeth Harsh, Executive Director



Funded by the Beef Checkoff.

Visit [www.ohiobeef.org](http://www.ohiobeef.org) & follow us on



Dear Fellow Producers,

For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef's promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer input guiding decisions through a grassroots process.



This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let's take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,

Brad Hastings  
Amarillo, Texas  
Chair, Federation of State Beef Councils

## BETTER AND STRONGER TOGETHER

The Federation of State Beef Councils (FSBC) builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the FSBC each year, and more than 50% of those contributions supplement 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 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

### RESEARCH \$745,000

- Product Quality
- Human Nutrition
- Market Research
- Beef Safety
- Beef Sustainability

### PROMOTION \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It's What's For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It's What's for Dinner.* 300, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel: including during Thanksgiving weekend with a sponsorship of a movie premiere.

### INDUSTRY INFORMATION \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

### CONSUMER INFORMATION \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.



## PROMOTING BEEF TO THE NEXT GENERATION OF CONSUMERS

Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of

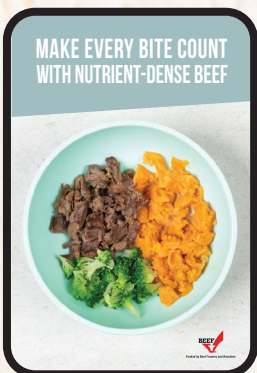
educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as The Week Jr. and ScoutLife. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It's What's For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.

## STATES EXTEND E-COMMERCE EFFORTS

In November and December 2021, a nationwide club store promoted beef and the *Beef. It's What's For Dinner.* brand during the holidays on the retailer's digital properties. Holiday beef digital ads were placed on the retailer's website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

## EARLY BITES WITH BEEF



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies beef.

Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with

posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

## BEEF ADVOCATES BLAZE NEW TRAILS

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



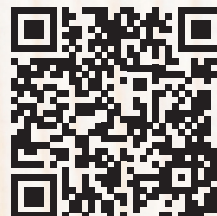
*Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.*

## NEW SPOKESPERSON SCORES POINTS FOR BEEF



Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family's passion for beef with consumers,

and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts. Tony Romo's Playbook on *BeefItsWhatsForDinner.com* also highlighted new recipes and valuable information about beef's taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.