

YOUR \$2 CHECKOFF DRIVES THE DEMAND FOR BEEF.



Promotion

Consumer Information

Industry Information

Research

Producer Communication



Learn more about how your Checkoff dollars are invested at www.ohiobeef.org or www.beefboard.org.

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Funded by the Beef Checkoff.

UNDERSTANDING THE CHECKOFF

The Beef Checkoff is a state and federal producer-funded marketing and research program designed to increase the domestic and international demand for beef. The Ohio Beef Council (OBC) is a non-profit organization that is certified to invest Beef Checkoff funds to stimulate the sale of beef and encourage consumers to buy more beef.

The checkoff assesses \$2 per head (\$1 federal and \$1 state) at the point of sale or change of ownership on bovine (beef, dairy and veal) animals. The federal Beef Checkoff program was established through the Federal Beef Promotion and Research Act & Order in the 1985 Farm Bill. The refundable state checkoff was added through the passage of a statewide producer referendum in 2014.

Checkoff dollars help connect with Ohio consumers through initiatives of consumer advertising, marketing partnerships, public relations, education, research, and new-product development. This is accomplished through an integrated state and national marketing effort. The Ohio Beef Council is directed by a 15-member Operating Committee of cattle men and women appointed by the Director of the Ohio Department of Agriculture and representing the state's beef, dairy and veal producers.

The Cattlemen's Beef Board (CBB) and USDA, and in Ohio, the Ohio Department of Agriculture, oversee the collection, compliance and investment of checkoff funds and annual auditing requirements. Beef Checkoff funds cannot be used to influence government policy or action, including lobbying.

The law stipulates that all producers selling cattle, calves and breeding stock for any reason and regardless of age or sex, must pay \$2-per-head. The buyer generally is responsible for collecting \$2-per-head from the seller, but both are responsible for seeing that the dollar is collected and remitted to the Ohio Beef Council.

ALL TYPES OF SALES ARE SUBJECT TO PAYING THE CHECKOFF:

- Weekly auction markets
- On-farm or online seedstock sales or show cattle sales
- Direct market to packers, order buyers, dealers
- Private treaty on-farm sales
- Farmers markets or direct marketing to consumers
- Freezer beef sales on a whole or partial carcass basis
- All bovine animals marketed through junior fair livestock sales

The \$2 Beef Checkoff is remitted to Ohio Beef Council by the 15th of every month. Forms can be downloaded from the council's website and mailed to the OBC office.

For more information visit ohiobeef.org
or call 614-873-6736.



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