



Ohio Beef Council 2020 Annual Report

Ohio Bloggers Increase Beef and Veal's Presence on Social Media



The Ohio Beef Council (OBC) and the Beef Checkoff partnered with eight Ohio bloggers, located in key markets, in 2020 to create recipes during seven campaigns including Valentine's Day, Cinco de Mayo, Summer Grilling, Back-To-School,

Crocktober, Veal and Holiday, and develop informational posts to educate consumers about Ohio beef farming and the nutritional benefits of beef.

For each campaign, the bloggers prepared recipes using beef and shared them on their sites and social media channels during key times of the year. Bloggers also shared information on beef cooking, nutrition and farming through these posts and other informational blog posts.

In 2020 they:

- shared 42 different blogs with information on Ohio beef farming and beef nutrition, as well as exclusive recipes;
- earned more than 93,800 views on OBC-sponsored posts by an online readership of over 4.0 million; and
- had their blog posts shared more than 8,890 times on social media.



Ohio's Beef Stories Told Through Video

OBC continued the Ohio Stories video series during 2020. The producer image campaign features real beef farm families sharing their real stories about how they produce beef and care for their cattle. The videos complement the national checkoff-funded Rethink the Ranch campaign.

OBC successfully utilizes video segments across the council's social media properties to reach numerous consumers.

Virtual Field Trips for Students & Health Professionals



In the fall of 2020, OBC and the Beef Checkoff wrapped up their fourth year of Virtual Field Trips (VFT). Students of all ages were invited to learn about raising beef cattle, meat science, genetics and more from beef industry professionals. Over

6,000 students from various states were registered for the four virtual field trips.

In addition, two additional tours were offered to dietetic interns and professionals for continuing education credit. Ohio Beef Council Nutrition Coordinator, Anna Gest, worked with The Ohio State University meat scientist, Dr. Lyda Garcia, and Stickel Farms of Bowling Green, Ohio to provide information to dietetic students and others who were unable to travel to farms during the pandemic. More than 40 hours of continuing education credit was earned through these trips.

During all the VFT sessions, participants had the opportunity to ask questions in real time to farmers. Now more than ever, understanding the role that each member of the Ohio beef community plays is crucial to continue caring for beef cattle in a responsible and sustainable way, and VFTs provide the avenue to educate the next generation.

Beef Families Care Fund

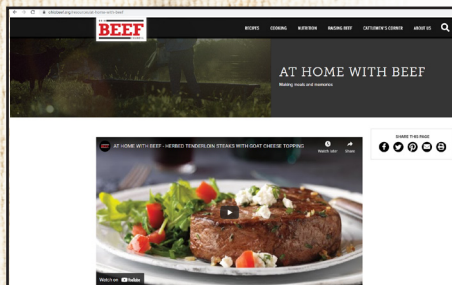


As the COVID-19 pandemic impacted communities across the state and backlogged cattle markets, OBC established the Beef Families Care Fund (BFCF), a match program to assist non-profit agricultural entity groups that work locally

to provide beef meals and beef nutrition education to those who need it, as well as to encourage beef consumption in local communities.

The BFCF was made possible through the beef checkoff program. OBC reallocated beef checkoff resources, due to various events being cancelled from the pandemic, to assist groups who are providing beef to local foodbanks, food pantries, soup kitchens and other entities feeding Ohioans in need. Matching funds were available to a group and their project for up to \$5,000, per calendar year. Funds were used for beef processing expenses, direct beef donations and other projects as deemed acceptable by the council.

Together, over 22,000 pounds of beef were donated, equaling 88,000 beef meals for Ohioans.



At Home with Beef

When the COVID-19 pandemic hit, the Beef Checkoff made immediate adjustments to their marketing campaigns to respond to consumers' needs and lifestyle changes. With three out of four consumers under stay-at-home orders, OBC established an "at Home with Beef" video series. The three videos garnered 751,672 impressions and drove 1,457 visitors to the ohiobeef.org website.

In total the videos were able to reach over 630,000 consumers.

Tastes & Traditions Promotions



Despite a global pandemic, OBC and the Beef Checkoff joined with The Ohio State University Department of Athletics for a virtual Taste and Traditions experience. The program featured a social media contest for Buckeye fans to

take an online personality quiz, generating more than 1.2 million impressions. As football season approached, a special Taste and Traditions magazine was produced featuring beef recipes along with information about the traditions that make the gameday experience special at Ohio State. Over 492,000 digital copies were distributed followed by 6,500 print copies distributed by OBC and Columbus-area City BBQ restaurants with takeout orders.

Although an in-person chili cookoff wasn't possible, a virtual competition occurred with Ohio State football greats, Anthony Schlegel and Zach and Justin Boren to promote Ohio Beef. The videos garnered more than 530,000 impressions on social media.

Ohio Beef Council Financial Report

Statements of Revenues & Expenses for January 1, 2020 - December 31, 2020

Revenues

Federal Checkoff Assessments	\$968,273
Less: Remittances to States of Origin	(\$331,601)
Remittances to Beef Board	(\$318,973)
Net Assessments	\$317,700
State Checkoff Assessments	\$490,135
Less: Refunds	(\$3,230)
Net Assessments	\$486,905
Other Revenue	\$22,397
Total Revenues	\$827,002

Fund Balance

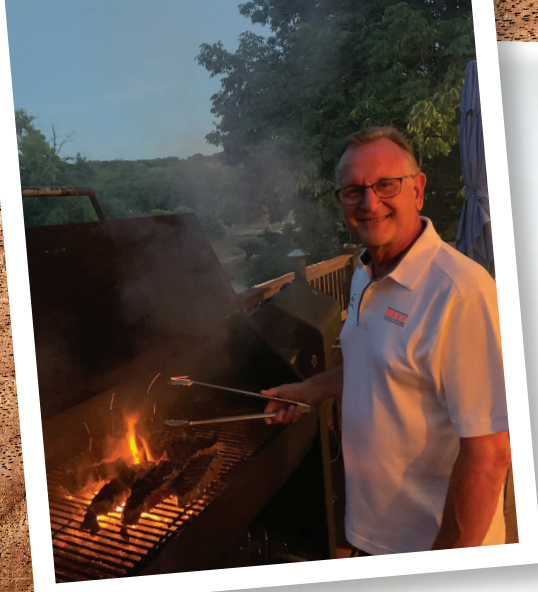
Beginning of Period	\$733,835
End of Period	\$837,861

Expenses

National Program Investments	
U. S. Meat Export Federation	(\$14,000)
Federation SBC Investments	(\$14,000)
Total National Program Investments	(\$28,000)
Administration	(159,302)
Innovation	(\$232,870)
Stewardship	(\$142,686)
Nutrition	(\$65,846)
Issues Management	(\$46,037)
Producer Communications	(\$28,901)
Collection & Compliance	(\$17,125)
State Checkoff Expenses	(\$2,208)
Total Program Expenses	(\$535,673)
Total Expenses	(\$722,975)
Excess of Revenues Over Expenses	\$104,026



10600 U.S. Hwy 42 · MARYSVILLE, OHIO 43040
614-873-6736 · OHIOBEEF.ORG



Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

Our approach shows that together, there's little we can't accomplish to increase demand for beef.

Yours truly,

Buck Wehrbein
Mead, Nebraska

Chairman, Federation of State Beef Councils



UNITED WE STEAK



United We Steak

Summer wouldn't be summer without steaks on the grill. The *Beef. It's What's For Dinner.* brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a contractor to the Beef Checkoff, the effort encouraged families to unite in their love of beef. Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video was released on social media as well as through Connected TV and YouTube to showcase that beef farmers and ranchers keep beef on grills.

The campaign drove users to BeefItsWhatsForDinner.com or UnitedWeSteak.com, where they found a profile page for each state with state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts. The successful campaign generated more than 338 million impressions, including almost 90 million video views.

No Substitute for Beef



While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the *Beef. It's What's For Dinner.* brand conducted an online search campaign that served up a *Beef. It's What's For Dinner.* ad to consumers who Googled new plant-based burger options and linked them to BeefItsWhatsForDinner.com to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The *Beef. It's What's For Dinner.* brand continues to be active in protecting beef's number one protein position in both traditional and social media.

Dietary Guidelines



The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

BQA Continues Success



The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the early

1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

Responding in a Crisis



These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and education programs. To address

the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.

The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.



Funded by Beef Farmers and Ranchers

Cattlemen's Beef Board Fiscal Year 2020 Expenditures

Promotion	\$10,206,858
Research	\$8,349,734
Consumer Information	\$7,260,148
Industry Information	\$3,392,835
Foreign Marketing	\$6,933,262
Producer Communications	\$1,553,796
Program Evaluation	\$202,046
Program Development	\$388,847
USDA Oversight*	\$761,214
Administration	\$1,505,256
TOTAL EXPENSES	\$40,553,996

*Included in the USDA Oversight amount is approximately \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$161,000 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.