

OHIO BEEF COUNCIL ANNUAL REPORT 2023

THE FARMER INFLUENCE



The Beef Checkoff and the Ohio Beef Council (OBC) introduced Ohio's beef farm families to consumers with the Ohio Stories video series through social media, YouTube, and Connected TV. OBC featured Paint Valley Farms of Millersburg, Ohio with Lee Miller and his family highlighting their passion for a better tomorrow with their herd of Shorthorns. The second video of the year featured Hannah Jarvis Miller, DVM, a young professional

who takes her love for cattle to help build client-patient relationships and quality care. OBC's video content reached 2.5 million views.

UNDER THE BEEF INFLUENCE



OBC continues to build a strong influencer program with six Ohio food bloggers and social influencers. A total of 21 unique beef recipes and content were shared with the influencers combined 664K monthly readership, as well as on ohiobeef.org and social platforms. OBC and the Beef Checkoff hosted the influencers on a beef-filled tour in October. The day-and-a-half event featured a farm tour at Agle Family Cattle in Clark County where owner Bob Agle discussed his cattle operation and shared how continued education on the farm contributes to the ultimate eating experience. A videography session at OSU provided the

influencers with tips and tricks on how to create compelling beef recipe videos for their readers followed by a chef-driven meat-cutting and wood-hearth cooking demonstration and dinner.

Day two of the event was held in Mitchell Hall on the Columbus State Community College campus where culinary staff and students were invited to join the influencers for a chuck and loin breakdown to highlight the variety of cuts and beef's versatility. Students were able to try their hand at cutting and trimming the loin into the perfect roasts for the upcoming holidays. The program concluded with a beef nutrition session by OBC's dietitian Anna Gest.

EDUCATING HEALTH PROFESSIONALS THROUGH THE BEEF CHECKOFF



Nutrition Coordinator Anna Gest presented at the 102 Annual Ohio Academy of Nutrition and Dietetics Conference in April at Columbus State University. The conference was attended by over 150 registered dietitians, dietetic technicians, and nutrition students from across the state. Gest was the featured speaker at the Stark County Dietetic Association meeting in April and at the Dayton Dietetic Association, Fall Mini-Conference held at Dayton Hospital. Additionally, OBC sponsored the Ohio Chapter of the American Academy of Pediatrics annual meeting. Nutrition Coordinator Gest attended the meeting and spoke with physicians, nurses, and students about the benefits of beef as a first food for babies. Gest also had the opportunity to speak with dietetic interns at Kent State University where she discussed a dietitian's role in agriculture-related fields and how beef is a part of a nutritious plate.

BEEF CONTINUES TO IMPACT OHIO'S CLASSROOM



OBC had a significant increase in Beef in the Classroom Grant applications in 2023 after two informational emails were sent to Ohio's high schools through the Beef Checkoff's Ohio High School Athlete Association (OHSAA) partnership. The growth in applications included 67% from schools that just learned of the grant. The direct email reached 38,000 superintendents, principals, educators, coaches, and directors and contained beef nutrition facts for tweens and teens and recipes for young athletes along with the grant link.

Thanks to beef farmers, Ohio's students complete lessons on beef selection, storage, preparation, nutrition and food safety. And Ohio's student-athletes learned about the importance of high-quality beef in their diets.

2023 E-COMMERCE RESULTS

The Ohio Beef Council (OBC) and the Beef Checkoff extended two Beef. It's What's for Dinner e-commerce campaigns at the state level in 2023. The Summer Grilling campaign with a national club store resulted in a \$79 incremental return on ad spend (ROAS) at the national level. At the state level, OBC reached 241,557 households, had a 26.1% beef sales lift, and a return on investment of \$213 for every \$1 spent in Ohio ad placement.

A Back-to-School campaign with a national retailer resulted in \$12.1M in incremental beef sales nationally with a \$34.35 ROI. OBC's investment gained Ohio 1,081,661 digital ad impressions and traceable beef sales of \$2,062,838 with a \$205 ROAS.



LEARN MORE AT OHIOBEEF.ORG

OHIO BEEF COUNCIL FINANCIAL REPORT

Statements of Revenues & Expenses for January 1, 2023 - December 31, 2023

REVENUES

Federal Checkoff Assessments	\$1,047,513	
Less: Remittances to States of Origin	(\$375,038)	
Remittances to Beef Board	(\$337,218)	
Net Assessments		\$335,257
State Checkoff Assessments	\$527,410	
Less: Refunds	(\$6,723)	
Net Assessments		\$520,687
Other Revenue	\$21,324	
Total Revenues		\$877,268

EXPENSES

National Program Investments		
U. S. Meat Export Federation	(\$20,863)	
Federation SBC Investments	(\$14,000)	
Total National Program Investments		(\$34,863)
Administration		(\$156,457)
Industry Information	(\$93,436)	
Promotions	(\$222,353)	
Consumer Information	(\$259,165)	
Producer Communications	(\$41,653)	
Collection & Compliance	(\$23,702)	
State Checkoff Expenses	(\$4,784)	
Total Program Expenses		(\$645,092)
Total Expenses		(\$836,412)
Excess of Revenues Over Expenses		\$40,856

FUND BALANCE

Beginning of Period	\$1,099,654
End of Period	\$1,140,510

Audited numbers

2023 OHIO BEEF COUNCIL OPERATING COMMITTEE

Erin Stickel, Bowling Green, Chairman
 Allan Robison, Cable, Vice Chairman
 Stan Smith, Canal Winchester, Treasurer
 Mandy Atterholt, Loudonville
 Mark Goecke, Spencerville
 Lou Ellen Harr, Jeromesville
 Stephanie Harris, St. Clairsville
 Bret Layman, Johnstown
 Jake Osborn, Lynchburg
 Becky Reed, Springfield
 Ben Seibert, St. Mary's
 Bill Sexten, Washington C.H.
 Susie Turner, Somerset
 Kris Vincent, East Canton
 Barb Watts, Alexandria
 Elizabeth Harsh, Executive Director



Funded by the Beef Checkoff.

DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.



- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price
Hensler, North Dakota
Chair, Federation of State Beef Councils



Funded by the Beef Checkoff.



THE POWER OF PARTNERSHIPS

The Federation of State Beef Councils 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 Federation each year, and more than 50% of the Federation’s annual budget supplements 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 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to ▼ ▼ ▼

PROMOTION

STATE BEEF COUNCILS SUPPLEMENT: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for *Beef. It's What's For Dinner.*, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the *Beef. It's What's For Dinner.* brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual *Beef. It's What's for Dinner. 300*, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.

RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **Beef Safety:** Research focuses on cattle-borne pathogens and/or their resistance, such as a current project studying the impact of water and environmental management on Salmonella.
- ▶ **Human Nutrition:** Beef farmers and ranchers continue to support nutrition research to advance the understanding of beef’s role in a balanced and healthy diet. A current project is studying the effects of beef consumption on skeletal muscle protein.

BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as *Sports Illustrated*, *Texas Monthly*, *Seattle Times*, and *Atlanta Magazine*. Combined, these stories have, so far, reached more than 130 million consumers across the country.

INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

REACHING HEALTH PROFESSIONALS

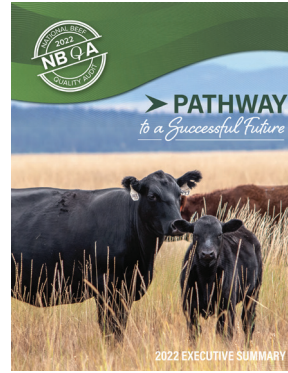


Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about

beef's role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education, tools and resources they could then share with their patients and clients.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry's primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit www.bqa.org.



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

BROUGHT TO YOU BY THE FEDERATION OF STATE BEEF COUNCILS.

CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer's website as well as on popular consumer lifestyle sites that led back to the retailer's beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.