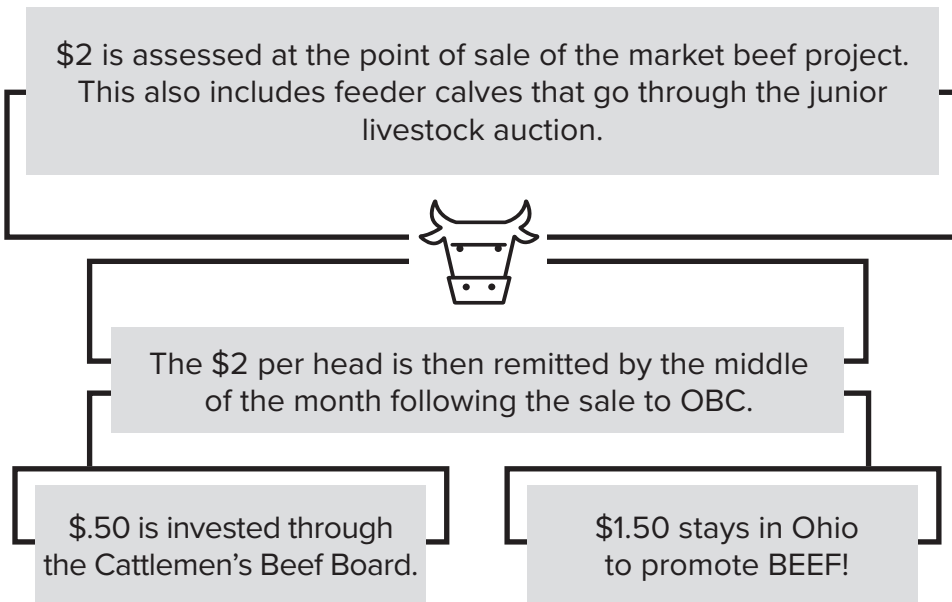




Understanding the Beef Checkoff at Ohio County Fairs

Youth's Checkoff Responsibility

Across the state of Ohio, numerous 4-H and FFA members compete at their local county fair with a market beef project. After the fair, it is the responsibility of each youth livestock participant to make sure that their \$2 per head Beef Checkoff is remitted to the Ohio Beef Council (OBC). Be sure to check with your county's junior fair livestock sale manager to confirm whether or not they assess and remit the Beef Checkoff at the conclusion of the auction.



Remittance Forms can be downloaded at www.ohiobeef.org/cattlemens-corner/checkoff-compliance

Completed Form and Checkoff Remittance should be mailed to: Ohio Beef Council, 10600 US Highway 42, Marysville, OH 43040

About the Ohio Beef Council

OBC is charged with the collection and investment of the Beef Checkoff. The Cattlemen's Beef Board, USDA, and the Ohio Department of Agriculture provide oversight for each state beef council. Checkoff dollars are used to increase beef demand through programs of promotion, research and education. The council is directed by a 15-member Operating Committee of cattlemen appointed by the Ohio Director of Agriculture, representing the state's beef, dairy and veal producers.

MISSION STATEMENT:
Engage with Ohio's producers and consumers to strengthen the demand for beef.

The National Beef Checkoff Program was established as part of the 1985 Farm Bill. In Ohio there are both state and federal laws that authorize the collection of the beef checkoff. By law, checkoff funds cannot be used to influence government policy or action, including lobbying. The Ohio Cattlemen's Association, a statewide membership organization that advocates for the beef industry, works on public policy issues and is funded solely by membership dollars, not the checkoff.

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.

Your \$2 Does

Getting the most use of each dollar invested is vital to the success of the Beef Checkoff. Below are a few of the events and programs the Ohio Beef Council coordinates.



6.3M Consumers Reached

Reaching fans and athletes with an OSU partnership through the OSU 4Miler and Gameday Taste & Traditions with recipes and nutrition information.



Producer Education

Providing events like BEEF 509 to help producers continue to improve their product - beef.



2.5M Views

Connecting consumers through social media, YouTube and Connected TV ads to Ohio Beef Farm Families with the Ohio Stories video series.



Unique Beef Recipes

Utilizing six Ohio food bloggers to create recipes and content to share with their 664K monthly readership and on OBC's website and social platforms.



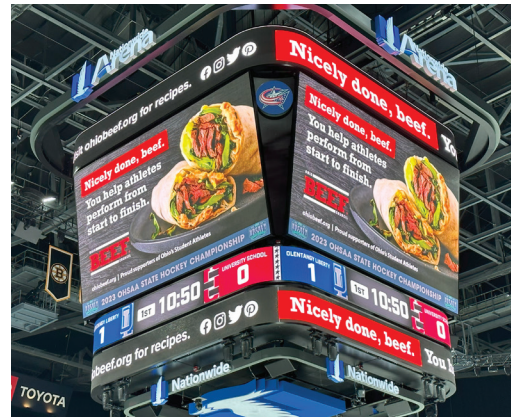
Fueled by Beef

Partnering with athletes and groups like the Columbus Clippers to promote beef in an active and fan based lifestyle.



Thousands of Views

Teaching consumers recipes and cooking tips and tricks in the OBC kitchen.



38K Emails Sent

Providing Ohio's school systems with beef nutrition information and resources through an OHSAA partnership and reaching 2.1 million student-athlete fans.



1.5K Students Cook Beef

With help from the Beef in the Classroom grant, Ohio students learn to properly handle and cook beef.

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

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