

Your \$2 CHECKOFF UPDATE

Investing in programs that build beef demand to keep beef top-of-mind for consumers.

FY24 November

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Cowboy Soup Goes Viral

Ohioans love their comfort meals. Over Labor Day Weekend, OBC's sponsored recipe post with Molly from whatmollymade.com quickly hit 1.4 million views and counting. Social media went crazy for a 30-minute Cowboy Soup featuring ground beef, potatoes and vegetables swimming in a rich broth. Find this recipe and more from our partnering influencers at ohiobeef.org



Beefing Up Tailgating Season

Preparation is key to a great tailgating experience. The Ohio Beef Council (OBC) offers new recipe videos that take consumers from the kitchen to the grill. Recipes like Steak Flatbread and Mojo Kabobs can be prepped or assembled in the kitchen and travel to the grill for an easy and delicious meal.

Dr. Lyda Garcia, OSU Extension Meat Specialist, recently utilized the kettle grill to show how one budget-friendly chuck roast can be turned into Smoked Shredded Beef Sliders and Poor Mans Burnt Ends.

Follow @ohiobeef on Facebook, Instagram and TikTok for more recipes and grilling tips.

Ohio Beef Council • 10600 U.S. Highway 42 • Marysville, OH 43040 • 614.873.6736 • www.ohiobeef.org



Forms and postage-free envelopes for remitting beef checkoff funds are available by contacting the Ohio Beef Council office. Please remember the Ohio Beef Council is required by federal law to collect a two percent late payment charge on any assessment due and not postmarked by the 15th of the month following the month of transaction. For example, all beef checkoff dollars collected during Nov are due by Dec 15. Any late remittance will automatically be assessed the two percent late payment charge. As always, we appreciate your assistance in the collection and conveyance of these funds.



Beef Benefits

Ohio Beef Council exhibited at the Ohio School Nutrition Association Expo, where the vital role of beef in nutritious school meals was highlighted. Our booth engaged attendees with evidence-based information on the health benefits of beef, including its high-quality protein, which supports growth and development in children.

From farm to table, OBC highlighted the commitment to sustainability and the quality standards followed in raising cattle while diving into the vital role beef plays in a balanced, nutrient-rich diet during the Ohio Association of Physician Assistants Annual Meeting in September.

OBC also had the opportunity to return as an exhibitor to the Ohio Chapter of the American Academy of Pediatrics Annual Meeting. The focus was on educating pediatricians and healthcare professionals about the nutritional benefits of beef for children.



Celebrate with Beef

OBC in partnership with the Ohio State University (OSU) helped show consumers that beef is key in providing the nutrients our bodies need but at the end of the day, beef's rich flavor makes celebrating a win that much better.

Joy Dunne, OSU Women's Ice Hockey Forward, is no stranger to a big win. As a sophomore, Joy scored the game-winning goal in the finals of the national championship that propelled Ohio State to their second national title in three years. With this year's hockey season right around the corner, Joy is beefing up her game and collecting her victory meal recipes.

2024 Influencer Tour



The 2024 edition of OBC's food blogger Influencer Tour included the introduction of another Ohio beef farm family where they learned about the Shorthorn breed and how Turner Shorthorns focus on improving the land through conservation efforts while producing high-quality beef.

The bloggers then moved to the classroom to discuss beef's nutritional benefits and today's consumer trends. Following the informational session, The Avenue Dublin hosted the group for a multi-course dinner. The restaurant's Executive Chef Alexia Sutter prepared a sampling of the restaurant's top beef and veal dishes.

Day two Inspire PR Group Katie Lundy presented a media training session, and the bloggers were put to the test with a secret ingredient basket challenge. Working in teams of two, three unique and delicious beef dishes were created in just 45 minutes.

The Ohio Beef Council values our partnerships with farms, restaurants, influencers, and homes to connect and build a beefy future.



Beef Leads the Way

The Ohio Beef Council highlighted beef's benefits in an active lifestyle with a nutrition message from Anne Gest, OBC's Manager of Nutrition Education Programs and NIL athlete videos, during this year's Ohio High School Athletic Association (OHSA) Student Leadership Conference. Over 800 students, coaches, and staff from Southwest District Schools gathered to learn how to create a transformational culture that builds strong character and leadership traits.

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