

Your \$2 CHECKOFF UPDATE

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

FY24 September

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Expanding Beef Resources in the Classroom

OBC exhibited at the Ohio Association Teachers of Family and Consumer Sciences Summer Conference at the Nationwide Conference Center on July 29-30. Manager of Nutrition Education Programs Anna Gest presented OBC's new Beef in the Classroom Teacher Resource Guide, a comprehensive guide to teaching students about how beef is raised, beef's nutrition, and the best cooking methods for different cuts.

The resource guide supplements the Beef in the Classroom grant offered by the Ohio Beef Council giving educators additional resources to keep beef in the classroom. Find all classroom resources at ohiobeef.org/education/classroom-resources



Score Big with Protein and Feed your Game with Beef

Beef's great taste is a crowd-pleaser, but nutrition is key when fueling for a big win. The Ohio Beef Council (OBC) in partnership with the Ohio State University is bringing back Gameday Tastes & Traditions with new recipes and student-athletes. OBC will work with three student-athletes during the season to promote beef's nutrition benefits to millions of Buckeye fans.

The first athlete is Emily Londot, OSU Women's Volleyball, and Preseason All-Big Ten Team for the fourth time in her career. Emily grew up on a farm in Utica, Ohio where she learned that hard work and preparation are key to achieving her goals.

Watch Emily's video on social media and the videoboards during home games.

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 Sept are due by Oct 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.



Back-to-School Meal Plan

Planning Meals with Beef

It's a busy time of year. OBC and the Beef Checkoff are here to make back-to-school simple with a meal plan and video series that shows consumers how to turn five pounds of ground beef into five tasty and nutritious meals. The meal plan includes a downloadable shopping list and prep video to help fill your week with breakfast, lunch, and dinner options.

Find and share the meal plan at ohiobeef.org



Checking in at the Ohio State Fair

Along with learning about beef and taking home new recipes, fairgoers earned points on their Eat Beef Ohio Passport when they checked in at both Steak Barn locations during the Ohio State Fair. This year the passport has more than doubled in the number of passholders and check-ins. Get your passport today at ohiobeef.org/eatbeefohio and earn points through September for the chance to win a beefy grand prize.



Beef and Baseball

There is no doubt that beef and baseball are a perfect combination, but it's also an opportunity to create a lasting memory. Four of the six total Meat and Greet events with the Columbus Clippers are completed, but parents can still enter their 5-12-year-olds to represent beef on the mound at woobox.com/dapxia

"This was such an incredible experience! Easton was selected through the Ohio Beef Council to throw the first pitch for the Clippers game today" posted Katie Matz. "He also got to go to the dugout to meet the team then walk out and exchange lineup cards with the manager. He was so pumped to do it!"

During and after the Meat & Greet consumers can stop by the OBC table to ask questions, pick up recipes, and take home a steak and burger seasoning packet.

FY24 CALENDAR

- Sept 8** Meat & Greet Columbus Clippers
- Sept 17-19** Farm Science Review
- Sept 30** Eat Beef Ohio Passport Ends
- Nov 13** Burger Battle

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