PROMOTING YOUR PRODUCT
WITH THE $2/HEAD OHIO BEEF CHECKOFF
during
BEEF MONTH

JOIN US IN MAY TO CELEBRATE OHIO BEEF MONTH

THROUGH VIDEO
Cattlemen Care: A video series that connects consumers with production agriculture.

Unveiling a digital YouTube campaign, steering consumers to Ohio Beef’s website

AT SPORTS
Promoting beef with Columbus Clippers baseball at Beef Nights at the ballpark May 8 and August 14

Expanding the Team BEEF program to train athletes of all levels as advocates for the importance of beef in the diet

IN PRINT
Sharing the beef story of three Ohio farm families with nearly 250,000 consumers who read the Our Ohio magazine.

WITH EDUCATION
Adding a “Meet a Farmer” page on the council’s website complete with farm profiles

Continuing the education of high school students through the BEEFonics program

Hosting a Pasture to Plate tour for food service professionals

Sponsoring chefs from the Cameron Mitchell family of restaurants in a national beef pasture to plate tour

Providing beef nutrition information to health professionals and dietitians at Ohio health conference

Be sure to follow us

For more information on the Beef Checkoff visit www.ohiobeef.org and www.mybeefcheckoff.com

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