



# PROMOTING YOUR PRODUCT

WITH THE \$2/HEAD OHIO BEEF CHECKOFF

*during*



— JOIN US —  
IN MAY TO CELEBRATE  
OHIO BEEF MONTH

Be sure to follow us



**OHIO**  
**BEEF**  
COUNCIL

For more information on the Beef  
Checkoff visit [www.ohiobeef.org](http://www.ohiobeef.org) and  
[www.mybeefcheckoff.com](http://www.mybeefcheckoff.com)

10600 US Hwy 42  
Marysville, OH 43040  
(614) 873-6736 phone  
(614) 873-6835 fax

## 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 BEEFonomics 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