

# Getting to Know the Beef Checkoff

## What is the Checkoff?

The Beef Checkoff is a \$1/head assessment on all producers and importers on beef and beef products. One-half of every dollar collected by the Ohio Beef Council is invested in Ohio, while the remaining half is invested nationally.

The Beef Checkoff Program originated with the passage of the 1985 Farm Bill and became mandatory after 79% of producers voted in favor of the program in 1988. Independent research shows that the checkoff has increased profit opportunities for producers, netting a return of \$5.55 for every dollar invested.

## Research

Provides the foundation for checkoff-funded activity. Informational and promotional projects are developed based on research relating to nutritional value of beef and beef products, beef safety and pathogen research, product-enhancement research, market research and new product development research.

## Foreign Marketing

Seeks to identify and develop international markets for U.S. beef and beef variety meats.

## What Can the Checkoff Do?

The beef checkoff acts as a catalyst for change. While it doesn't own cattle or have the ability to single-handedly turn around a bad market, the Beef Checkoff Program is designed to stimulate others to sell more beef and stimulate consumers to buy more beef. This is accomplished through a combination of initiatives including promotion, research, consumer information, industry information, foreign marketing and producer communications.

## What Can't the Checkoff Do?

By Law, checkoff funds cannot be used to influence government policy or action, including lobbying.



# Where are Your Checkoff Dollars Invested?

## Promotion

Includes advertising, merchandising, new-product development and promotional partnerships with restaurants and supermarkets designed to stimulate sales of beef and veal. Have you ever heard someone say, "Beef, it's what's for dinner?" Thanks to the checkoff, this and many other promotional campaigns have been executed making beef the most trusted choice at today's dinner table.

## Industry Information

Strives to promote an understanding of the beef industry and maintain a positive marketing climate by helping provide factual information and correct misleading publicity about food safety, environmental and animal-welfare issues. Efforts here continue to succeed as beef demand is 15% higher now than in 1977.

## Consumer Information

Endeavors to enhance beef's image through nutritional data and other positive messages targeted to news media, food editors, teachers, dietitians, physicians and other influential individuals and groups. These efforts continually press the envelope in connecting beef with a healthy, active lifestyle.

## Producer Communications

Aims to inform producers and importers about how checkoff dollars are being invested and to communicate program results.