



# Beef Youth Council

Connecting Ohio's youth with the cattle industry

Sponsor

**Bonnie Coley Malir & Rick Malir**  
– Founders of



*OBYC is a youth education initiative serving the youth of Ohio and investing in the next generation of beef industry leaders. Funded by the Beef Checkoff and OCA, it provides youth with the tools to become more effective industry leaders and inspires them to continue their engagement in Ohio's beef industry as adults.*

## OBYC MISSION

The Ohio Beef Youth Council connects Ohio's youth with opportunities to explore and develop their passion for the beef cattle industry. The council involves youth of all ages and backgrounds representing every industry segment and level of experience. Participants will grow leadership skills to enhance their education, build career pathways, and influence their communities.



“Providing opportunities for our youth to expand their industry knowledge and grow their leadership skills will not only make them better stewards of our industry but more successful wherever life takes them in their professional development. Furthermore, sharing this position with the beef council will increase our efforts to train advocates and spokespeople within the beef community, equipping them with information to readily engage in conversations and address consumer concerns about beef and how cattle are raised.”

*Mark Goecke, OCA President*

## THE DETAILS



The council and its programs will be open to all Ohio youth 8 to 21 years of age - no beef industry background required.



OBYC is not a show cattle program. It will provide unique programs for all youth including beginning 4-Hers, FFA students and college students who share a passion to learn more about the beef cattle industry.



No membership fee is required to be involved in OYBC - educational contests and events will have registration fees.




The council and its programs will align with the missions of OCA and the beef checkoff program.



OBYC will be directed by a 12-person leadership team that serves two-year, staggered terms. Team members must be 16-years-of-age as of Jan. 1 and will be selected by an application and interview process each spring. Officer positions will be filled by team members serving their second year.

# GET IN TOUCH

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