



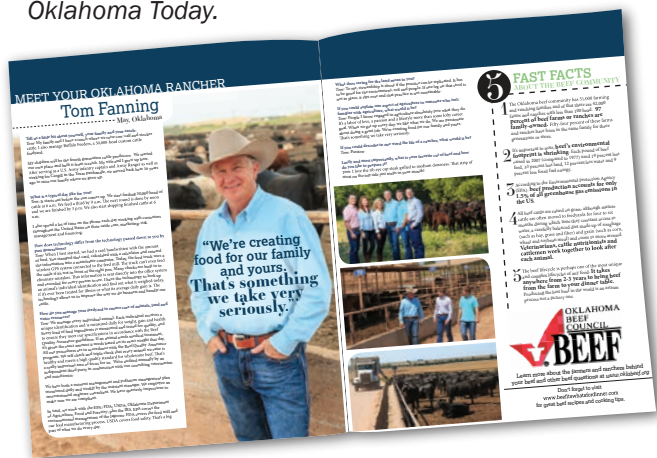
OKLAHOMA BEEF CHECKOFF ANNUAL REPORT



OKLAHOMA PROGRAMS

INTRODUCING YOUR OKLAHOMA RANCHER

The Oklahoma Beef Council (OBC) conducted a state wide, consumer trust print campaign showcasing Oklahoma farming and ranching families to Oklahoma consumers. The campaign educated consumers about the care with which we raise beef.. The campaign reached a print circulation of 815,000 and a total readership of 2 million people in publications like *Oklahoma Living*, *Tulsa People*, and *Oklahoma Today*.



CREATING THE NEXT GENERATION OF BEEF ADVOCATES WITH FFA

Empowering the next generation of Oklahoma agriculture youth to be advocates for the beef industry lead the OBC to continue it successful partnership with Oklahoma FFA

through the integration of the Masters of Beef Advocacy (MBA) program into the classroom. More than 500 students across the state received their MBA in 2017, which catapulted Oklahoma into the #1 slot in the nation for MBA graduates.



COOKING IT UP IN THE CLASSROOM

The “Beef for the Classroom” program ensured 3,950 school children received hands-on cooking education. Since program’s inception, it has reached more than 55,000 Oklahoma youth.

ON THE ROAD

The OBC continues to be the major underwriter of the “On the Road With Ag in the Classroom,” a three-day summer, professional development opportunity for Oklahoma teachers to improve agriculture literacy through a tour of farms and ranches. While on the tour, teachers learn how to incorporate lessons and resources to use in their classrooms during the school year. According to post-evaluation surveys, the tour significantly improved teachers’ perceptions of farmers and ranchers as a result of attending the tour.



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“BEEF AS A FIRST FOOD”



OBC annually hosts a speaker to the Oklahoma Academy of Nutrition and Dietetics, the state’s largest group of nutrition health professionals, on a variety of topics. In 2017, the OBC featured Jill Castle, M.S., R.D.N. speaking on “Feeding Baby and Toddler: Using a Nutrient Adequacy Approach” with an emphasis on beef as a first food.

As a key partner of the Oklahoma Academy of Family Physicians (OKAFP,) the OBC featured a nutrition beef ad in the OKAFP publication and engaged with physicians at their annual trade show. In addition, the OBC hosted Dr. Michelle May, M.D. as a speaker at the 2017 OKAFP Scientific Assembly, where her message of diet and health spoke to the concept that all foods fit, including beef, just in moderation.

REACHING NUTRITION INFLUENCERS

The OBC provided in-depth education to 124 dietitians and dietetic interns through ranch tours, media training, nutrition education and sharing the latest on beef nutrition research. Survey results show dramatic increases in favorability to beef and the willingness to recommend beef, as often as other proteins, after each event.

ONE SAMPLE AT A TIME

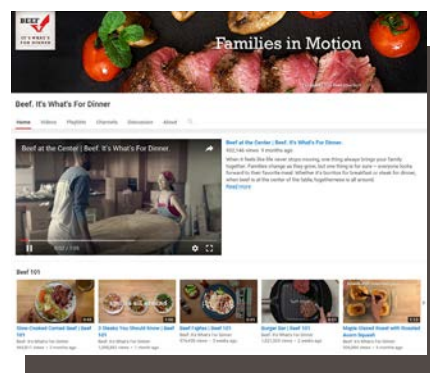


Through eight consumer events, the OBC provided beef recipes, information and sampling to Oklahoma consumers including the Oklahoma City Home and Garden Show, the Oklahoma Memorial Marathon Expo and the Oklahoma State Fair.

At the Oklahoma State Fair, more than 2,000 attendees received 13,000 beef samples and 20,000 recipe brochures, while watching 40 beef demonstrations.

IT’S ALL ABOUT THE NUMBERS

The OBC was the main sponsor of the Top 5 States Beef Media Campaign targeting millennial consumers in California, Illinois, Pennsylvania, Florida and New York. The campaign used internet search advertising on Google to drive consumers to BeefItsWhatsForDinner.com and advertised on the popular YouTube video site to promote checkoff-funded beef videos. The overall campaign delivered more than 9.7 million positive impressions for beef. It drove 87,000 consumers to the “Beef. It’s What’s for Dinner” website and generated 1.78 million video views of the various “Beef. It’s What’s For Dinner” 101 cooking videos.



CONNECTING WITH CHEFS

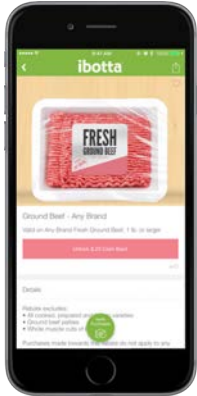
Beef took center stage at the American Culinary Federation (ACF) 2017 National Convention, held at Disney’s Coronado Springs Resort in Orlando, Fla. The Beef Checkoff, represented by beef councils from Texas, Kansas, Nebraska, Oklahoma, Iowa and South Dakota, sponsored the event with a foodservice tour, a hands-on workshop and an educational breakout session for top culinary professionals in America.

OKLAHOMA BEEF QUALITY ASSURANCE

The goal of the Beef Quality Assurance program is to provide producers with the education and training needed to help ensure cattle are reared responsibly and to enhance consumer trust in how beef is produced. To accomplish this, the OBC funds a grant through Oklahoma State University to support BQA meetings, promote engagement with the BQA program and highlight online training opportunities. In 2017, 481 producers received their Beef Quality Assurance certification.

AROUND THE NATION AND AROUND THE WORLD

Through investing in the Federation of State Beef Councils, Oklahoma checkoff dollars helped amplify marketing and education efforts in key population areas of the East and West Coasts and around the world.



IBOTTA CAMPAIGN DRIVES BEEF SALES

Nationwide retail sales of fresh beef got a boost as a result of a Federation partnership with the mobile rebates app “Ibotta.” The partnership also significantly increased consumer engagements with beef through videos, recipes and messages on the app. There were about 1.45 million consumer engagements, with beef rebates unlocked after consumers got the videos, recipes and messages. About 1.45 million consumers engaged with the app, getting beef rebates unlocked after they viewed

videos, recipes and messages. The four-week campaign resulted in more than 631,000 pounds of ground beef sold.

OVERSIGHT

The OBC (OBC) Board of Directors is comprised of beef and dairy producer volunteers who all pay the Beef Checkoff. To ensure the integrity of the Beef Checkoff in Oklahoma, the OBC takes the following steps:

- Undergoes annual independent audits with a regional accounting firm
- Institutes an Audit/Risk committee with an independent advisor to the committee with significant audit experience
- Contracts with a third-party accounting firm with circulating accountants for all accounting services
- Uses a five-step review process for monthly financials



TAKING THE BULL BY THE HORNS IN SOUTH KOREA

U.S. beef rapidly built momentum in South Korea in 2017 and received a further

boost as Costco officially converted its imported chilled beef selection from Australian beef to 100 percent U.S. product. The move followed a multi-year effort by US Meat Export Federation, funded in part by the Beef Checkoff and the Federation of State Beef Councils, to persuade store managers that sales of U.S. beef — a popular item at Costco — would match or exceed Australian beef sales due to revived consumer confidence in the safety of U.S. beef. In total, Costco’s move represented an opportunity for about 33 million pounds of additional beef sales.

For a full review of national and international Beef Checkoff programs, please visit www.oklabeeff.org/annualreports.aspx.

FINANCIALS

OBC FY 2017 REVENUES & EXPENDITURES

REVENUES

Gross assessment revenue	\$4,362,787
<i>Less remittance to:</i>	
State of origin	(581,690)
Cattlemen’s Beef Board	(1,890,313)
Net assessment revenue.....	1,890,784
Other revenue.....	49,919
Total revenue less remittances	1,940,703

EXPENSES

International marketing & development.....	346,103
Domestic marketing, education & research.....	376,202
High population/low cattle programs	80,495
Oklahoma industry information	143,315
Oklahoma promotions & consumer information	169,028
Producer communications	108,899
Oklahoma research.....	29,734
Oklahoma compliance	155,361
Administration	297,727
Total expenses	1,706,864