

OKLAHOMA BEEF CHECKOFF HIGHLIGHTS

WHY YOU SHOULD CARE





SETTING THE STAGE

THE MILLENNIAL GENERATION

WHY YOU SHOULD CARE

THE MILLENNIAL CONSUMER WILL BE OUR MAIN CUSTOMER FOR BEEF FOR THE NEXT 40 YEARS.



The Millennial Generation is the generation of consumers born between 1980 and 2000. There are 80 million of them - that's about a third of all adults in America.

Forecasts indicate that millennials - now between about 20 and 36 years old -- will outspend baby boomers by 2017, as household size and food spending decline among the older generation. By 2020, millennial spending is expected to reach \$1.4 trillion a year!

Checkoff-funded consumer market research shows us that the key generation for beef marketing - millennials - practically live on their computer devices. They tell us that they get virtually all of their information online, then use that information to draw conclusions and make important decisions about agriculture and the food they eat.

Consumers in the millennial generation are the ones asking the most questions about how farmers and ranchers raise their food. Unfortunately, the clutter of information in national consumer media and from self-proclaimed online "experts" - some of it inaccurate -- can be confusing.

They use social-media sites like Facebook, Twitter, Pinterest and Instagram to get beef recipes and information about beef and the beef industry, the research shows. In addition, they share their thoughts about beef and beef production through these platforms.



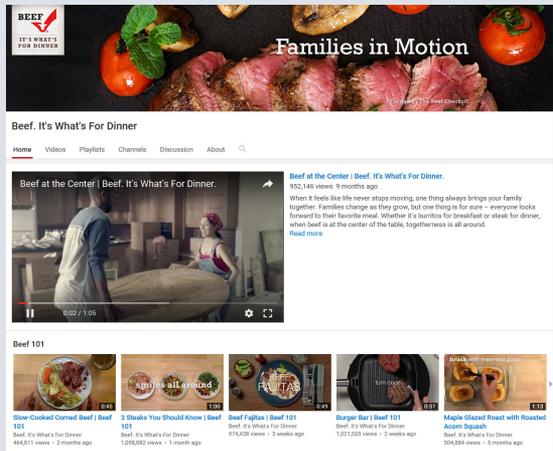
PROMOTIONS-DIGITAL MARKETING

Millennials are a growing generation, with growing families and growing influence, who will make beef-buying decisions for the next 40-plus years. They look online and to social media for quick and convenient recipe ideas to feed their families and help them thrive.

- Where are all the people?** The Oklahoma Beef Council sponsored the Top 5 States beef Media Campaign targeting Millennial consumers in California, Illinois, Pennsylvania, Florida and New York. The campaign utilized 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, including six “no recipe recipe” videos that deliver beef preparation ideas and cooking tips. The campaign delivered over 3.2 million positive impressions for beef and drove 100,000+ consumers to the “Beef. It’s What’s for Dinner” website. In total, the YouTube Video campaign delivered 1,489,843 Impressions for beef and generated 312,408 Video Views of the various “Beef. It’s What’s for Dinner” online videos

WHY YOU SHOULD CARE

THERE ARE 5.5 MILLION DAILY FOOD-RELATED ONLINE SEARCHES BY MILLENNIALS.



CONSUMER TRUST



WHY YOU SHOULD CARE

IF THERE IS NO TRUST, THERE IS NO SALE.

Consumers today have more questions than ever about beef production, particularly Millennial consumers. Growing consumer trust in beef and beef production through honest and transparent communication will inspire greater confidence in purchasing decisions.

MEET YOUR OKLAHOMA RANCHER

Tom Fanning

Bill us a little bit about yourself, your family and your ranch. Tom, We'd love to hear more about your life on the ranch. Please mention BeefLife Features, a Healthy Food sources article featuring you.

My children will be the fourth generation raising cattle, but we have brought our own ideas and a few twists. We raise and grow our own, while raising our U.S. Army veterans and their families. We are proud to be a part of the Oklahoma BeefLife program. We are committed to raising the best beef possible, and we are committed to raising the best people possible.

What is a typical day like for you? I wake up and head to the cow pens. We start feeding 3000 head of cattle at 6 a.m. We feed a variety of feeds. The feed is done by noon and we are finished by 7 p.m. We also start shipping finished cattle each week.

How do you manage your land to ensure care of animals, land and your investment? We have a rotational grazing system that allows us to receive a simple classification and increased daily for weight gain. We also have a water system that allows us to have a high quality water program. We're excited about the new BeefLife program and we're committed to raising the best beef possible.

We have built a nutrient management and pollution management plan and we are ready to be audited. We have spent a significant amount of money to be successful.

What does caring for the land mean to you? It is the responsibility of the producer to be profitable. It is to be good to the environment, soil and people. It is to be a good neighbor and to be a good citizen.

If you could explain one aspect of agriculture to someone who isn't familiar with agriculture, what would it be? Beef is a source of protein, it is a source of energy, it is a source of healthy fats. It is a source of good food. We are committed to raising the best beef possible, and we are committed to raising the best people possible.

If you could describe the one word the life of a rancher, what would it be? Passion.



"We're creating food for our family and yours. That's something we take very seriously."



Learn more about the farmers and ranchers behind your beef and other beef questions at www.okbeef.org. Don't forget to visit www.beeflife.com for great beef recipes and cooking tips.

INTRODUCING YOUR OKLAHOMA RANCHER

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

PEER TO PEER MAKES A DIFFERENCE

Empowering the next generation of Oklahoma agriculture youth to be advocates for the beef industry lead the Oklahoma Beef Council to continue its 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.



IT'S NOT JUST A SALES PITCH, IT'S SCIENCE

Reaching health professionals with science-based information about beef's body benefits and sharing resources for their patients is a key area of focus for the Oklahoma Beef Council, which is the reason the OBC exhibits and share information with a multitude of groups including the Oklahoma Academy of Family Physicians, the Oklahoma Academy of Nutrition and Dietetics and the Oklahoma Osteopathic Association.



ON THE ROAD

The Oklahoma Beef Council 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.



RECOMMEND BEEF TO YOUR FUTURE PATIENTS

Reaching the next generation of health nutrition professionals with education on beef's nutritional benefits and beef production is why the Oklahoma Beef Council annually provides ranch tours and media days for the dietetic intern seminar programs in Oklahoma.

BUSTING MYTHS ABOUT ANTIBIOTICS

The Oklahoma Beef Council hosted Dr. Richard Raymond, MD, the former USDA Under-Secretary of Food Safety for seminars at the Oklahoma Academy of Family Physicians and the Oklahoma Osteopathic Association to help physicians understand the use and the myths of antibiotics in animal health.

"BEEF AS A FIRST FOOD."

The Oklahoma Beef Council 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 from "Beef as a First Food," to "Beef as Part of a Heart-Healthy Diet."





INTERNATIONAL BEEF MARKETING

- The export market adds \$250-\$275/head of added value to fed cattle.
- By exporting U.S. beef the value of the carcass is maximized through the differences in consumer tastes and preferences around the world.
- By investing in the international programs through US Meat Export Federation, Oklahoma and national beef checkoff dollars are matched up to three and four times through US government and industry resources. Below are examples of projects funded by the Oklahoma Beef Council.
 - Count 'em, 1500 outlets Japan's leading supermarket chain, AEON Group and its member retailers conducted an "American Fair" at their 1,500 outlets across the country funded in part by Oklahoma beef checkoff dollars. The event featured U.S. chuck eye roll and chuck flap tail steak, along with the launch of new ready-to-eat roast beef using U.S. chuck eye log driving approximately \$900,000 in additional US beef sales.
 - Selling Chuck Eye Rolls, Short Plate and Beef Tongue, York Mart, a leading regional supermarket in the north Kanto region, conducted a U.S. beef promotion funded in part by the Oklahoma Beef Council at its 78 outlets. USMEF supported the sales event with newspaper inserts/flyers and in-store tasting demonstrations. During the period, York Mart highlighted U.S. beef chuck eye roll steaks, along with short plate and tongue for yakiniku, and a U.S. roast beef item. York's U.S. beef sales jumped 18 percent because of these efforts.



WHY YOU SHOULD CARE

DO YOU WANT TO EAT ALL THOSE LIVERS?





CONSUMER OUTREACH

FEDERATION OF STATE BEEF COUNCILS

55,000 KIDS

In the classroom, the Oklahoma Beef Council has funded a small project that looms large when you consider the numbers. Our Beef for the Classroom program, since 2006, has ensured more than 55,000 kids who wouldn't have received hands-on beef education in the classroom did.

ONE SAMPLE AT A TIME

The Oklahoma Beef Council participated in eight different consumer events providing beef recipes, information and sampling to Oklahoma consumers including the Oklahoma City Home and Garden Show, the Oklahoma Memorial Marathon Expo and the Oklahoma City State Fair.

As a state with more cattle than people, we seek to drive beef checkoff efforts to those areas that have limited funds relative to their population centers such as New York, California and Florida. Through investing in the Federation of State Beef Councils, Oklahoma Beef Council checkoff dollars help amplify marketing and education efforts in the key population areas of the East and West Coasts and internationally through the US Meat Export Federation.

DO YOU HAVE A COUPON FOR THAT?

Nationwide sales of fresh beef at retail got a boost as a result of a Federation partnership with the mobile rebates app Ibotta to help move beef through the domestic system due to large beef supplies in the US market. There were about 1.45 million consumer engagements, with beef rebates unlocked after consumers got the videos, recipes and messages. Of those, more than 576,000 consumers redeemed the rebates. The four-week campaign resulted in more than 631,000 lb. of ground beef sold.

WHY YOU SHOULD CARE

IT'S OUR MOST DIRECT TOUCHPOINT WITH OKLAHOMA CONSUMERS.

WHY YOU SHOULD CARE

WE HAVE MORE CATTLE THAN PEOPLE IN OKLAHOMA.

CHALLENGES

Since the Beef Checkoff began in 1985, we only have 43% of the buying power we had in 1985 and only have 25% of the advertising buying power. We face far more challenges today than we did in 1985 including:

- Misleading claims about food safety and animal care.
- Aggressive anti-meat activists.
- Shifting consumer beef attitudes.
- Nutritional myths.
- Competition for export markets.

We face tough competition in the international market place from countries like Australia who pays \$5/head for their beef checkoff.

WHY YOU SHOULD CARE

THE CHECKOFF IS THE ONLY INDUSTRY WIDE TOOL WE HAVE COLLECTIVELY PROMOTING YOUR PRODUCT TO CONSUMERS.

VALUE OF THE BEEF CHECKOFF



- For every dollar invested in the beef checkoff, the return to the industry is \$11.20.
- \$100 increase in carcass value because of checkoff funded research that identified 13 new cuts of beef.
- \$100+ added value to a

550 wt steer/heifer because of investments made by checkoff dollars into international markets.

- The export market is key to Oklahoma producers' bottom line. It adds between \$250-\$275/head to the price of fed cattle.

Sign-up for a weekly e-newsletter at www.oklabeeff.org

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