



# 2018

## Oklahoma Beef Council Annual Report

Building beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership.

### New Website Relaunch

The Oklahoma Beef Council (OBC) launched a new and enhanced website in FY 2018 at [www.oklabeef.org](http://www.oklabeef.org). The website features an extensive collection of beef recipes, nutrition facts, and profiles on Oklahoma's farming and ranching families, as well as information on animal care, beef safety and sustainability.



### Consumer Information

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

### Billboard Advertising

In August and September, the OBC featured a billboard campaign that targeted consumers in Oklahoma City and Tulsa. The billboard campaign generated 24.8 million positive impressions for beef.

### Health Professional Outreach

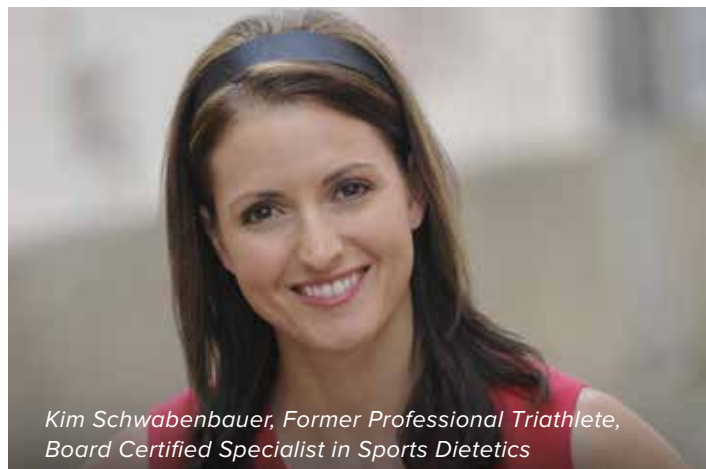
The OBC conducted beef nutrition outreach through five conferences with more than 900 health and nutritional professionals in attendance.

### OKLAHOMA ACADEMY OF FAMILY PHYSICIANS

The OBC sponsored a presentation by Dr. Douglas Paddon-Jones, a leading protein researcher from the University of Texas Medical Center, with 100+ physicians in the audience. His topic, "Protein & Healthy Aging: Challenging Current Recommendations," highlighted the role beef could play in healthy aging.

### OKLAHOMA ACADEMY OF NUTRITION AND DIETETICS

With this group of key nutrition influencers, the OBC sponsored Kim Schwabenbauer, MS, RD, CSD, NASM-CPT, as she presented the topic "Sports Nutrition in the Real World – Translating Research into Reality" to 150 dietitians and nutrition students.



### NATIONAL

#### 5-State Digital Marketing Campaign

As Oklahoma represents less than 1.2% of the U.S. population, the OBC annually invests in the 5-State - California, Illinois, Florida, Pennsylvania and New York - digital marketing campaign, which seeks to inspire beef

purchases and drive more consumers to the Beef. It's What's For Dinner (BIWFD) website. These five states represent 100 million U.S. consumers combined. In FY 2018, the campaign drove 77,000 consumers to the BIWFD website and achieved 4.8 million video views of inspirational and educational beef checkoff-funded videos.

## Federation of State Beef Councils

The OBC invests in national checkoff programs through the Federation of State Beef Councils, which is part of a unified state-national checkoff partnership to enhance beef demand building efforts in the United States and internationally. OBC board members serve on the Federation of State Beef Councils to ensure producer opinions and interests flow from the grassroots up for national consideration. The following represents an example of efforts funded in part by Federation investments.

### **BEEF. IT'S WHAT'S FOR DINNER. BRAND RELAUNCH A SUCCESS**

In 2018, the "Beef. It's What's for Dinner" brand was relaunched to promote beef's unbeatable taste, quality production, variety, ease of cooking and sheer nutritional strength. A new logo, new website, new creative ad campaign and new content accompanied the launch. The brand relaunch was an undeniable success driving a 96% increase to the website with 11.2 million visitors, 160 million consumer touchpoint engagements and 60 million videos views.

## International

### **JAPAN**

OBC funds were invested in FY 2018 to advance the further imaging of U.S. beef's quality through various promotions, including the "pound steak" campaign, which helped capture additional market share and has reinforced customer loyalty. USMEF leveraged these funds as it worked with Japanese retailers and foodservice establishments to add more U.S. beef cuts and execute cutting edge merchandising and menuing strategies, supporting them with promotional activities. Oklahoma beef checkoff investments helped move 2.9 million pounds of beef.

### **SOUTH KOREA**

In 2018, Save Zone made the decision to reintroduce U.S. beef to its meat case. Utilizing OBC funds, USMEF supported this move with tasting demonstrations and various promotions to highlight the superior quality of U.S. beef. During the months of January, February, April, May and July, USMEF partnered with Save Zone to relaunch and promote U.S. beef at stores in Hwajung and Nowon with supporting sampling demonstrations (50 days of tastings) to drive sales. More than 15.9 metric tons (35,054 lbs.) of U.S. beef valued at \$148,000 were sold during these periods.

## **CHINA**

Through the first half of 2018, as there were more suppliers importing U.S. beef in Southern China and growing support from funding partners like OBC and the Agriculture Trade Office in Guangzhou, USMEF ramped up activities to show existing U.S. beef foodservice buyers and potential hotel/restaurant clients how U.S. beef would contribute to their strategic strengths and bottom line. With OBC funding, USMEF hosted importers, distributors, chefs and foodservice professionals from Shenzhen and Guangzhou for a series of training seminars on U.S. beef alternative cuts (chuck tender, clod heart, top blade, etc.).

## Oversight

The 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
- Additional oversight is provided by the Cattlemen's Beef Board and USDA/AMS

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## Oklahoma Beef Council

### Revenue and Expenditures FY 2018

#### REVENUES

Gross assessment revenue .....	\$4,556,074
Less remittance to:	
Cattlemen's Beef Board .....	(1,979,095)
State of origin .....	(598,354)
Net assessment revenue .....	1,978,625
Other income .....	288,340
Total revenues .....	2,266,965

#### EXPENSES

International marketing and development .....	275,512
Domestic marketing, education and research .....	489,356
High population/low cattle programs .....	69,745
Oklahoma industry information .....	144,811
Oklahoma promotions and consumer information .....	426,965
Producer communications .....	115,385
Oklahoma research .....	29,163
Oklahoma compliance .....	150,600
Administration .....	149,355
Total Expenses .....	1,850,892

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To sign-up for the OBC monthly e-newsletter, please send an email to [info@oklabeef.org](mailto:info@oklabeef.org).

More information on national and international beef checkoff programs can be found at [www.oklabeef.org/annualreports.aspx](http://www.oklabeef.org/annualreports.aspx). For sources of information on key accomplishments, please contact the OBC.





Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its *Beef. It’s What’s For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion’s added direction compliments the broader messages within the *Beef. It’s What’s For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry’s upgraded website and is being broadly promoted digitally.

Let’s face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what’s for dinner.

Yours truly,

Dawn Caldwell  
Edgar, Nebraska  
Chairman, Federation of State Beef Councils



## Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It’s What’s For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff’s [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It’s What’s For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advice found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff’s new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It’s the first time [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) has promoted both the product and the people who produce it, a story focused on promoting beef’s greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can’t be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states’ consumers about beef’s many benefits. Of special interest has been the campaign’s Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

It's important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That's part of the Rethink the Ranch message. It's why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

## Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen's Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

## More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to [www.beefresearch.org](http://www.beefresearch.org).

## BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen's affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

## Producers Telling Their Stories

The Raising Beef section of the new *Beef. It's What's For Dinner* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

## Expanding International Beef Demand

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018's first half included Japan (\$1.02 billion – up 12 percent from last year's pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

## Cattlemen's Beef Board Fiscal Year 2018 Expenditures

Promotion . . . . .	\$9,225,692
Research . . . . .	\$8,042,093
Consumer Information . . . . .	\$7,345,798
Industry Information . . . . .	\$3,560,607
Foreign Marketing . . . . .	\$7,640,567
Producer Communications . . . . .	\$1,179,898
Evaluation . . . . .	\$2,303,795
Program Development . . . . .	\$295,075
USDA Oversight . . . . .	\$601,681
Administration . . . . .	\$1,811,956
TOTAL EXPENSES . . . . .	\$39,934,161

*Audited Numbers*

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That's 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.