

Oklahoma Beef Council News

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Nicely Done, Beef! Beef Checkoff Videos Viewed 19 Million+ Times



In FY 2019, the Oklahoma Beef Council was thrilled with the success realized through YouTube advertising, achieving more than 19 million video views through two campaigns. In other words, this would be similar to a television commercial being viewed in its entirety, with no skipping for commercials, 19 million times. The vibrant videos showcased beef's protein and nutrition, the pleasure found by choosing beef and the people who raise beef with the ultimate goal of inspiring consumers to buy beef.

Beginning in March and running through September 30, the first campaign targeted consumers across the U.S. and in Oklahoma. The campaign achieved 4.85 million video views in total with 3.1 million video views in the U.S. and 1.75 million in Oklahoma. The average cost per view per consumer was \$.03.

As part of the state and national campaign, an OBC-developed video

focused on ranching and sustainability was part of the video mix and did wonderfully well as 53% of the time consumers in states like New York and California were choosing to watch it as opposed to skipping it. It's important to know the campaign was a "TrueView" campaign and the OBC only paid if the consumer watched at least 30 seconds of the spot.

Additionally, the Oklahoma Beef Council was proud to work in partnership with several state beef councils as part of the 5-state digital marketing campaign which targeted consumers in the high population states of California, Illinois, Pennsylvania, Florida and New York. Utilizing a mix of :06, :15 and :30 ads, this campaign truly achieved outstanding results with more than 14 million video views. The cost per view for the campaign was less than 2 cents per view. ■

Beef Quality Assurance Challenge



Beef Quality Assurance is a nationally coordinated, state implemented program that provides systematic information to U.S. beef producers and beef consumers of how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions. BQA guidelines are designed to make certain all beef consumers can take pride in what they purchase – and can trust and have confidence in the entire beef industry.

The Oklahoma Beef Council is challenging producers in Oklahoma to achieve their BQA certification online or in a meeting. To receive your BQA certification online, visit www.bqa.org. It's free to do. For in person Beef Quality Assurance meetings in Oklahoma, sign-up for the Oklahoma Beef Council e-newsletter to receive updates by visiting tinyurl.com/okbqacert.

Every month, the OBC will be drawing a winner who will receive an Oklahoma BQA jacket from that month's certifications. ■

To sign-up for monthly e-updates from the Oklahoma Beef Council, please visit oklabeef.org/cattlemens-corner.

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Farm to Table Focuses on Sustainability



The Oklahoma Beef Council co-hosted a farm to table event for Oklahoma dietitians in early fall. Registered dietitian nutritionists work in a wide variety of employment settings, including healthcare, business and industry, community/public health, education, research, government agencies and private practice. They are the leading health nutrition

professional group in the U.S. and have great influence on dietary recommendations and education.

The event included a ranch tour and discussion of overall beef production, animal welfare and cattle nutrition, but the highlight of the event was a presentation on Beef's role in a sustainable food system. ■

Oklahoma Program Educates the Next Generation of Health Influencers

The Oklahoma Beef Council has a strong nutrition focus through its programs. In FY 2019, the Oklahoma Beef Council conducted four seminars with university nutrition programs for future dietitians. The objectives with these programs are to provide an opportunity for future dietitians to learn more about the science of beef nutrition, beef hot topics and beef culinary and cattle production. In the current climate, attendees also receive a thorough grounding in beef's sustainability and spend time on a ranch.

The overarching goal with these programs is to move attendees to a more positive view of beef and beef production so they recommend it to future patients, clients and consumers. Overall, the events were well received and as a result, views towards beef and the likelihood of recommendation to future patients improved significantly. It's important to note, these seminars are often the first connection to beef for many of the attendees. In many instances, as part of the culinary training, it's the first beef item they have ever cooked. ■

Beef Up the Blood Supply

The Oklahoma Beef Council has been a longtime supporter of the Oklahoma Blood Institute. This year, the Oklahoma Beef Council provided 2,000 hotdogs at nine locations state-wide during the "Beef Up the Blood Supply" blood drive. The media campaign for the event reached more than 175,000 consumers through PSA's, Pandora, social media and paid radio.

1863 Lives Saved. ■

Building Beef Demand Around the Globe



The Oklahoma Beef Council is a strong supporter of the U.S. Meat Export Federation (USMEF), the organization responsible for promoting U.S. beef in eighty countries around the world. In 2019, the Oklahoma Beef Council sponsored beef promotions with foodservice and retail groups in Japan and South Korea. Overall, Oklahoma Beef Checkoff dollars helped move more than 6 million of U.S. beef.

In China, working to build demand for U.S. beef among important accounts in the Chinese foodservice sector, USMEF participated in the Shanghai Nissei Food Show and sponsored a media reception with U.S. Beef. Funded by the OBC, these two activities held in March 2019 highlighted U.S. top blade, chuck roll, ribeye, strip loin, bone-in short ribs and top sirloin. ■

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