

Oklahoma Beef Council News

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The Oklahoma Beef Council Smashes It with the Steven Adams Academy of Smashing Steaks



The Oklahoma Beef Council (OBC) kicked off the second year of a partnership with Oklahoma City professional basketball player, Steven Adams, after a highly successful first year. The campaign follows the inaugural Smashing Steaks campaign, which also championed Oklahoma's farmers and ranchers by harnessing Adams' love of beef, the role beef plays in fueling a pro basketball player's active lifestyle and honoring his roots in agriculture.

The new digital marketing campaign is tongue-in-cheek and features Adams as a late-night infomercial host who teaches eager students his most-treasured secrets: how to prepare a perfect steak, how to grill a steak, and, of course, when it's time, how to smash that steak.

Above all, the digital marketing campaign highlights his love for beef. In his words, "if you're not smashing steaks, you're making 'mistakes'."

While the Steven Adams Academy of Smashing Steaks is a fictional program, proceeds from very-real merchandise sold at www.YouSmashSteaks.com are directed to Food for Kids Program of Oklahoma and the Sports Pathway Trust of New Zealand.

As part of the continued partnership, the OBC honors Adams' membership in the "Steven's Steak of the Month Club" where as the sole club member he receives his favorite beef steaks - compliments of the OBC - every month he represents Oklahoma on the court.

"We are thrilled to continue our partnership with Steven Adams. We were in awe watching Oklahoma pro basketball fans across the country - embrace our inaugural Smashing Steaks campaign and believe The Steven Adams Academy of Smashing Steaks is a natural follow up," shared Heather Buckmaster, executive director of the OBC. "We know beef is one of his favorite foods, which allows this partnership to share how beef fuels his play and inspires strength through the essential nutrients it provides such as protein, zinc, iron and B-complex vitamins."

Please visit www.YouSmashSteaks.com to learn more, and to purchase your own 'Smash Steaks' t-shirt or BEEF basketball. ■



To sign-up for monthly e-updates from the Oklahoma Beef Council, please visit OklaBeef.org/Cattlemens-Corner.

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Bringing Together the Top of the Class in Beef Advocates



The Oklahoma Beef Council hosted a Masters of Beef Advocacy Top of the Class event in Oklahoma City facilitated by Ryan Goodman, director of grassroots advocacy and spokesperson training for NCBA, a contractor to the Beef Checkoff. The two-day workshop was designed to help some of Oklahoma's top

beef advocates take their skills as advocates and spokespersons to the next level and equip them with the resources to do so. Sessions during the workshop included deep dives into communication and conversation skills, beef's nutrition, social media use and resources to be more strategic and effective as a beef advocate. ■

OBC Reaches More Than 2,000 Students at Kids, Kows and More



In multiple sessions over two days, Sheri Glazier, a registered dietitian and the Oklahoma Beef Council nutrition consultant, presented "Build a Better Burger" to 2,000 students, from second to fifth grade, during the Kids, Kows and More event at the Tulsa State Fair. Kids,

Kows and More lets kids experience the world of agriculture up close. The events are designed to give kids a little taste of all types of agriculture in their area. In her presentation, Glazier discussed the nutrients in beef and how to build a healthy beef burger meal. ■

The Oklahoma Beef Quality Summit Shines for Attendees



The Oklahoma Beef Council in partnership with the Robert M. Kerr Food and Agriculture Product Center and the Department of Animal and Food Sciences at Oklahoma State University conducted its annual Oklahoma Beef Quality Summit (OBQS) with 52 attendees. Using the National Beef Quality Audit as the foundation, the Beef Quality Summit course offered participants the opportunity to see the causes and results of quality challenges facing the beef industry. Summit attendees from ranchers to foodservice and retail operators evaluated live cattle in an effort to predict quality and yield, then followed the cattle through the harvest and grading process. Attendees operating in teams, fabricated beef carcasses into wholesale meat cuts and then "competed" to see which team chose the most profitable animal.

To sign up for the next OBQS in October 2020, visit <http://fapc.biz/workshops/bqs>. It fills up fast. ■

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