

# OKLAHOMA BEEF COUNCIL

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## OBC APPROVES PLAN OF WORK FOR FY22

The Oklahoma Beef Council (OBC) recently met to finalize its FY2022 budget and marketing plan. The marketing plan is centered around the OBC's three core strategies as part of its 2022-2027 OBC Long Range Plan.

- Drive consumer trust in beef and beef production.
- Promote and capitalize on the multiple advantages of beef.
- Drive growth in U.S. beef exports.

In FY2022, the OBC will invest \$1.93 million dollars in programs of promotion, consumer information, industry information, research, global marketing and producer communications.

"I want to thank the leaders from the beef community who serve on our board for contributing to our plan of work for

2022," said Monte Tucker, OBC board chairman. "I am excited about this plan and seeing how we drive beef demand and consumer trust."

Domestically, OBC will invest in programs that amplify national Beef Checkoff marketing and education programs. This will include digital marketing efforts in core population centers to inspire consumers to choose beef and support for the NASCAR *Beef. It's What's For Dinner*. 300 during Speedweek at Daytona.

Internationally, OBC will invest in growing export markets hungry for beef. This encompasses promotional efforts in Japan and South Korea, the highest value markets for U.S. beef. In addition, the OBC will invest in educational seminars in China and Africa to help drive awareness of high-quality U.S. beef.

In Oklahoma, OBC will invest in content development, a 10-month digital marketing campaign utilizing YouTube and Google Search advertising and e-commerce efforts to drive beef sales locally. Additionally, OBC will reach out to health and nutritional professionals across Oklahoma and provide support for classroom interaction by funding Ag in the Classroom programs. OBC will continue to reach consumers at various tradeshows such as the OKC Memorial Marathon Health & Wellness Expo and the Home and Garden Show.

Finally, OBC will support beef farmers and ranchers by offering Beef Quality Assurance and Masters of Beef Advocacy trainings and development of sustainability curriculum for high school and college students. ■

## OBC INVESTS IN DIGITAL ADS IN OKLAHOMA & ACROSS THE U.S.

In 2021, Oklahoma Beef Checkoff-funded digital marketing promotions reached consumers more than 26 million times in high-populations centers from California to Florida and right here in Oklahoma. YouTube proved the work horse of the campaign with beef video ads being viewed more than 15 million times through efforts funded in part and fully by the Oklahoma Beef Council. With themes from sustainability to "beef for babies" and inspiring beef recipe videos, the OBC targeted consumers with inspiring and educational videos.

Starting at home, OBC funded a 10-month campaign utilizing YouTube and Google digital platforms. As a result of these efforts, local consumers viewed OBC-developed videos and national videos more than 2.4 million times. The cost per video view was \$0.02 a view.

"We often hear that people don't see our ads on tv, but we have found we can laser

target consumers with our videos ads through digital marketing" said Heather Buckmaster, executive director. "It's about the right consumer with the right message at the right time. Even better, we only pay if they watch the video."

Additionally, more than 50,000 consumers were driven to [oklabeef.org](http://oklabeef.org) for information about beef and beef recipes through Google search.

As a state with more cattle than people, OBC also helped fund regional efforts in key population centers of the Southeast and Western states representing 136 million consumers. These efforts were in partnership with other state beef councils and the Federation of State Beef Councils. As a result of these campaigns, consumers viewed Beef Checkoff-funded videos more



than 12.75 million times at a cost per view of a penny. Adding to the marketing mix, Google search advertising and Spotify helped drive additional website visits and audio listens of beef ads.

"We are proud of the work we have done in FY2021 to reach consumers and work to inspire more beef purchasing and we look forward to sharing more great video content with Oklahoma consumers in FY2022," said Buckmaster. ■



## 2022 OBC BOARD OF DIRECTORS

Monte Tucker, Chairman

Melody Varner, Vice Chair

Leanne Robison, Secretary/Treasurer

Russell Boles | Nikki Callison | Chuck Coffey | Jordan Cook  
 Jess Kane | Jean Lam | Angie Meyer | Brett Morris | Jimmy Taylor

## OBC WELCOMES BOLES, CALLISON TO BOARD

Producer leadership is key to the success of the Oklahoma Beef Council. It is important for beef farmers and ranchers to direct how their Beef Checkoff dollars are spent.

The two newest leaders in the beef community to serve OBC are Nikki Callison from Ada, Oklahoma, and Russel Boles from Watson, Oklahoma.

Russel Boles is a second-generation Oklahoma rancher who runs stocker cattle in southeastern Oklahoma near Watson, Oklahoma. He sells feed additives for Consumers Supply. Boles and his wife, Tonya, have five kids. Boles fills the Oklahoma Cattlemen's Association seat on the OBC board. "I am honored to serve Oklahoma's beef producers," said Boles.

Nikki Callison and her husband Roger ranch in southern Oklahoma near Ada. They offer their beef direct to consumers through the Callison Ranch Beef brand. So, they are a part of each segment of the industry from the time the calf hits the ground until they place the beef in a consumer's hands. Callison fills the Oklahoma Cattlewomen's seat on the OBC board.

"I am honored to represent the Oklahoma Cattlewomen on the Beef Council Board. I am excited to join the Board in serving all cattlemen & women in Oklahoma and promote our great industry in feeding families." ■

## OBC INVESTMENT DRIVES BEEF EXPORTS

U.S. beef exports continue to increase and bring added value to the market. That is why the Oklahoma Beef Council continues to invest in promotional programs in international markets where consumers are hungry for beef.

Exports provide U.S. beef farmers and ranchers opportunities to maximize carcass values by marketing beef cuts such as tongues, liver and short plate, that are less popular among American consumers but often fetch top dollar in international markets. Added value from exports benefits every segment of the beef supply chain.

In 2021, OBC invested in retail and foodservice promotion in Japan and South Korea helping to drive 1.45 million pounds of U.S. beef sales. Additionally, Oklahoma dollars help fund education efforts raising awareness of high-quality U.S. beef in China and Africa.

OBC's international investment flows through the U.S. Meat Export Federation and these dollars are matched through government and industry resources.

"It's been particularly exciting to see the growth of U.S. beef sales in China in 2021," said Heather Buckmaster, OBC executive director. "As we move into 2022, we will continue our efforts to grow U.S. beef sales with Oklahoma Beef Checkoff investments." ■



To sign up for monthly e-updates from the Oklahoma Beef Council, please visit [OklaBeef.org/Cattlemens-Corner](http://OklaBeef.org/Cattlemens-Corner).

