

OKLAHOMA BEEF COUNCIL

3140 W. Britton Rd., Suite B, Oklahoma City, OK 73120 ■ 405-840-3777 ■ oklabeef.org



BEEF. IT'S WHAT'S FOR DINNER. 300 REACHES 6 BILLION CONSUMERS

The Oklahoma Beef Council joined the Federation of State Beef Councils to sponsor the *Beef. It's What's For Dinner.*® 300 at Daytona International Speedway.

A few days before the race, OBC teamed up with the Florida Beef Council to take NASCAR driver Corey LaJoie to Kempfer Cattle Company to experience a bit of life on a ranch. Corey learned all about driving cattle on the ranch slow and gentle, a little change for a NASCAR driver. You can see some highlights of Corey's visit to the ranch in this video, bit.ly/CoreyLaJoie.

LaJoie had to be thinking about his great time on the ranch when he had the opportunity to visit with Fox and

Friends on Saturday morning and shared that steak is his favorite meal before the race because he needs the protein.

Throughout the week, the *Beef. It's What's For Dinner.* midway tent was a fan favorite. Free race day sliders, fans testing their skills on roping dummies, and an interactive social media photo booth provided the ultimate beef experience. The *Beef. It's What's For Dinner.* brand was also featured in advertising during the race on Fox Sports 1, on the racetrack big screen and on signage throughout the Daytona International Speedway property.

This activation resulted in 6.3 billion impressions. ■

OBC TAKES NUTRITION INFLUENCERS TO VISIT THE RANCH

Today's registered dietitians educate their clients on how to properly fuel the body and they also answer questions about how food is raised. That's why the Oklahoma Beef Council invests time in educating registered dietitians about beef nutrition and how beef is raised responsibly.

On April 26, key dietitian influencers toured the Callison Ranch, owned by Nikki and Roger Callison, located near Ada, Okla., participated in a hands-on cooking experience, and learned more about beef nutrition. Kelli Hawthorne, MS, RD, LD, Director of Clinical Research at the University of Texas at Austin, talked about the importance of feeding complementary foods like beef in the early years. She explained that infants and toddlers can be low on zinc and iron and explained how feeding beef in the early years can meet that nutritional gap.

On May 24-25, OBC held a conference and tour for registered dietitian interns from the University of Central Oklahoma. On day one of the conference, Sheri Glazier, MS, RDN/LD, OBC nutrition consultant, and Amy Goodson, MS, RD, CSSD, LD, sports nutrition expert who also helps dietetic students give their career a jump start, gave the students an overview of beef



nutrition, and tips on career success. The students then tried their hand at grilling steak for a Greek Steak Bowl with great success.

Day two of the conference began at Pfeiffer Angus Ranch in Orlando, Okla., where everyone braved the rain and mud to experience a cow-calf ranch. After the tour, Blake Wilson, bovine nutritionist from Oklahoma State University, Morgan Pfeiffer, OSU meat science professor, and Meredyth Jones, associate professor of veterinary medicine at OSU, answered many insightful questions about their respective areas of beef production.

OBC will continue to work with registered dietitians and dietetic interns in many capacities throughout the year. ■

Follow Oklahoma Beef!

facebook.com/oklabeef - instagram.com/oklahomabeef - youtube.com/OklahomaBeef





NEW BEEF RECIPES ON OBC'S SOCIAL MEDIA

In December, Nikki Snider, OBC Director of Marketing and Communications and Sheri Glazier, OBC Nutrition Consultant began collaborating on beef recipe and cooking tip videos. Each month they film and edit two to three videos that are distributed on Facebook, YouTube, Instagram, and Pinterest. Additionally, the OBC runs a targeted ad campaign for Facebook and Instagram and works with NCBA to place ads directing consumers on Google and YouTube to these videos. As of March 31, these video ads have received almost 450,000 views. You can view all these videos at www.youtube.com/c/OklahomaBeef and clicking the Oklahoma Beef Recipes playlist. ■

RETAIL PROMOTIONS SELL

OBC partnered with NCBA on two retail promotions recently. In December, we worked with Sam's Club on a Beef for the Holidays promotion. This digital promotion featured beef ads on the Sam's Club website and mobile app. This promotion resulted in a 14 percent sales lift and a \$33.32 return on ad spend in Oklahoma and \$8.7 million in incremental sales and a \$41.27 return on ad sales nationally.

In February, we partnered with Kroger to feature beef for the Olympics, the *Beef. It's What's For Dinner.* 300 NASCAR race and the Super Bowl. This promotion used Chicory to drive shoppers directly from recipe pages across the internet to purchase beef on Kroger's website. This promotion drove \$1 million in beef sales across the country. This was a \$13.1 return for every dollar spent. ■

GOOGLE SEARCH AND YOUTUBE ADVERTISING GETS RESULTS

OBC will work with NCBA staff to place ads in Google search and on YouTube. These ads feature videos created by OBC and NCBA. They are targeted precisely to reach audiences in Oklahoma and in parts of the U.S. with high population but low cattle numbers.

At the half-way point in the Google Search and YouTube campaign (12/1/21 - 3/31/22), ads have been shown in Oklahoma 2,113,103 times. On YouTube, the ads have 1,084,820 views with a 63.5% view rate and average cost of \$0.01 per view. On Google Search, the ads have 135,726 impressions, 15,995 clicks, and the average cost per click was \$0.48. ■

OKLAHOMA INFLUENCERS SHARE BEEF'S STORY

The Oklahoma Beef Council is partnering with two social media influencers. Isabel Eats is in the food and recipe space and Gatlin Didier is an Oklahoma farmer/rancher who educates his followers about farm life with humor.

Each of these partnerships began in May. Isabel Eats created a ground beef empanada air fryer recipe that we promoted for Cinco De Mayo. This post received more than 25,000 impressions and 1,173 engagements in the first 24 hours it was live. Gatlin Didier, using his social media persona, Darrel Bibbins, created a post about cattle's impact in the environment using the current, accurate statistics from the EPA. This post has received 145,000 views across social media platforms and the views are still climbing.

We will partner with Isabel Eats on one more beef recipe post this summer. We are partnered with Gatlin for monthly posts. All these posts will be shared on OBC's social media channels so be sure to follow us, so you won't miss them. ■



Follow Oklahoma Beef!

facebook.com/oklabeeff - instagram.com/oklahomabeef - youtube.com/OklahomaBeef

OKLAHOMA
BEEF
COUNCIL