

OKLAHOMA BEEF COUNCIL

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DIGITAL BEEF PROMOTION IN OKLAHOMA

NEW SUSTAINABLE BEEF VIDEOS LAUNCHED

The Beef Checkoff continues to educate consumers about the benefits of beef, and whether it is using the Beef. It's What's For Dinner. brand or developing campaigns such as "Rethink the Ranch", promotional efforts are introducing consumers to beef farming and ranching families around the country that raise beef. To coincide with national efforts, the Oklahoma Beef Council (OBC) and Washington State Beef Commission (WSBC) created a series of new sustainability videos for use in social media and digital marketing. Building upon an earlier video produced by the OBC, which worked to bust myths associated with the sustainability of U.S. beef production, the new videos focus on the positive role beef can play in the environment and in our daily lives.

The format for the videos is whiteboard animation, which is designed to engage the audience's attention while easily explaining science-based topics. The videos feature the following themes:

Regenerative Agriculture-Highlights how cattle graze on land that is not suitable for crop production.

Cows' Superpower of Upcycling-Explains how cows upcycle plant-based food production leftovers into high-quality protein.

Cow's Difference in Your Daily Life-Demonstrates how by-products from cattle are used in daily lives from tires to ink and from medications to shampoos.

Cows and Climate-Reveals how the biogenic cycle works with beef production and compares to transportation.

To take on the subject of beef sustainability head on, the OBC has also developed a new page focused on many of tough questions



asked by consumers at www.oklabeef.org/sustainablebeef. The goal with all of these efforts is to continue Beef Checkoff work to help consumers understand the actual impact of U.S. cattle and beef production versus the perceived impact. Further, the intent is to show the positive ways cattle act as upcyclers in producing a high-quality protein, beef.

To watch the videos, visit www.youtube.com/oklahomabeef and checkout the sustainability playlist. In total, OBC-developed beef sustainability videos have been viewed more than 422,000 times in Oklahoma. ■

OBC DIGITAL MARKETING CAMPAIGN REACHES MORE THAN 2 MILLION CONSUMERS IN FIVE MONTHS



The OBC is in the midst of a ten-month digital marketing campaign to reach Oklahoma consumers with messages of beef's taste, versatility, nutrition and sustainability. At the mid-way point, beef checkoff-funded videos have been viewed almost 2 million times by Oklahoma consumers. Unlike television, through YouTube advertising consumers can be very specifically targeted based upon the specific message. The best part, the OBC only pays if they watch at least 30 seconds of the spot. Currently, the cost per view is running two cents a consumer and the best performing video ads featured a national holiday beef roast ad and a video produced by the Oklahoma Beef Council that works to bust the myths of beef sustainability. Additionally, the OBC is supporting efforts to drive consumers to the OBC website for recipe information through Google ads. At the mid-way point of the campaign, more than 20,000 consumers have visited our website for recipe information.

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



BEEF IN THE EARLY YEARS LAUNCHES

The Oklahoma Beef Council (OBC) launched a series of videos in February as part of a national marketing campaign to help educate parents on the importance of feeding babies beef as an early complementary food. The campaign, directed by National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, is called "Beef in the Early Years," and is just the latest example of how the Beef Checkoff is leading the way when it comes to emerging science that shows introducing solid foods like beef to infants and toddlers helps them pack every bite with protein, iron, zinc, and choline, which are important for healthy growth and development. To learn more about the campaign, visit www.beefitswhatsfordinner.com/earlyyears.

The videos highlight how scientific organizations including the American Academy of Pediatrics, and now, for the first time ever, the Dietary Guidelines for Americans are making recommendations to include nutrient-rich foods, like beef, starting around six months of age. In just one month, the videos were viewed more than 175,000 times. To see the videos, visit www.youtube.com/Oklahomabeef and checkout the "Early Years" playlist. ■

THE OBC HELPS SPONSOR THE BEEF. IT'S WHAT'S FOR DINNER 300

The OBC was thrilled to be a part of the supporting the activities for the Xfinity Beef. It's What's for Dinner 300, during Speedweek at the Daytona International Speedway in February. Through a Race Day Recipe satellite media tour with celebrity Chef Hugh Acheson, there were 25 interviews with 1700 airings featuring beef recipes reaching a potential audience of 104.4 million people. There were more than 850 stories on national media with a reach of 1.9 billion regarding the Beef. It's What's for Dinner 300 and 12,500 posts on social media. The viewership for the race was more than 1.5 million. The premier national sporting events was an exciting showcase for the Beef. It's What's for Dinner brand and an excellent opportunity to highlight America's beef farmers and ranchers and the beef we produce. ■



OBC FEATURES SPEAKER AT THE OKLAHOMA ACADEMY OF NUTRITION AND DIETETICS

The OBC sponsored a presentation at the Oklahoma Academy of Nutrition and Dietetics in April. The speaker, Amy Myrdal Miller, MS, RDN, is an award-winning dietitian/nutritionist, farmer's daughter, published author, and founder and president of Farmer's Daughter Consulting. Her presentation provided an understanding of how people are talking about, understanding, and engaging with their food environment. It discussed how best to reach people in order to share science-based nutrition information. Finally, the audience was given an understanding of where the science stands regarding some major food trends and commonly held beliefs, including ones pertaining to beef. ■

**TEAM
BEEF
OKLAHOMA**

Funded by Beef Farmers and Ranchers

JOIN TEAM BEEF

Oklahoma Team Beef is a group of Oklahoma running athletes, who understand and believe in the nutritional benefits of lean beef and its vital role it plays in day-to-day living and racing training. It's a wonderful way to promote beef in action as Oklahoma Team Beef runners actively participate in races around the state and even across the nation. To qualify as a member of Team Beef, runners or walkers must complete the Masters of Beef Advocacy training program (www.beef.org/mba) to ensure they are prepared to answer any questions about beef they might receive at the race and on the course. Please visit www.oklabeef.org/nutrition/team-beef to learn more. ■

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