

# OKLAHOMA BEEF COUNCIL

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## REGISTERED DIETITIAN INTERNS FROM UCO LEARN ABOUT BEEF



Many consumers are eager to learn more about how their food is produced and look to outlets that may not be obvious to gather that information. And they are increasingly turning to registered dietitians for information about food production.

The Oklahoma Beef Council is working to equip dietetic students to answer any

questions and increase their confidence about beef. During a two-day workshop in May, dietetic students from the University of Central Oklahoma learned the facts about beef in a healthy diet from Sheri Glazier, registered dietitian and OBC nutrition consultant. Then Don Layman, PhD, Professor Emeritus, Dept of Food Science & Human Nutrition, University of Illinois at Urbana-Champaign addressed how animal protein is more bioavailable to the human body than plant-based protein.

This program also guides the students in the best practices of communicating about food and nutrition and allows them the opportunity to prepare a beef recipe on camera.

On day two, the students traveled to Pfeiffer Angus Ranch in Orlando, Oklahoma, to see beef production up close. John and Gaye Pfeiffer showed their herd, talked about production techniques and answered many questions. They also gave several of the interns an opportunity to sleeve a cow and explained the purpose of this activity and how artificial insemination

helps them develop better genetics.

While at Pfeiffer Farms, a beef production panel – Dr. Roslyn Biggs, a veterinarian, Dr. Morgan Pfeiffer, a meat scientist, and Dr. Blake Wilson, a beef nutritionist – talked about their respective areas of expertise in a discussion guided by questions from the group.

“It’s a great opportunity for my interns to learn and understand where food comes from, and how sustainable beef farms and ranchers are,” Katy Soper, UCO dietetic internship director.

OBC will hold similar seminars for dietetic students at Oklahoma State University and the University of Oklahoma this fall.

“Food production questions now go hand in hand with nutrition, this program allows these future nutrition professionals a deeper dive into the nutrition of the high-quality protein that is beef, as well as the ability to enhance their communication skills and finally, to garner firsthand knowledge from Oklahoma’s beef farming and ranching experts,” said Glazier. ■

## CHECKOFF EXPLAINER VIDEOS REACH 12,000 PEOPLE

The Cattlemen’s Beef Board and Oklahoma Beef Council have collaborated on a series of entertaining videos that explain how the Beef Checkoff works. Each of the five videos is designed to be a resource that will help cattle producers and other members of the beef community better understand the program and how their Checkoff dollars are used.

“We want cattlemen to have a sound understanding of their Beef Checkoff program, and we’ve created these videos to help reach that goal,” said Heather Buckmaster, Oklahoma Beef Council Executive Director. “We hope all cattlemen will take a moment to watch these videos and then share them with others in the beef community.”



The short, animated videos explain the somewhat complex Checkoff system in a simple way. They present facts about how the Beef Checkoff works, what the program does, who decides what projects the Checkoff funds and answer key questions producers often ask about their Beef Checkoff dollars.

“These videos are proof that Checkoff education can be fun and entertaining,” said Libby Stauder, Checkoff Communications

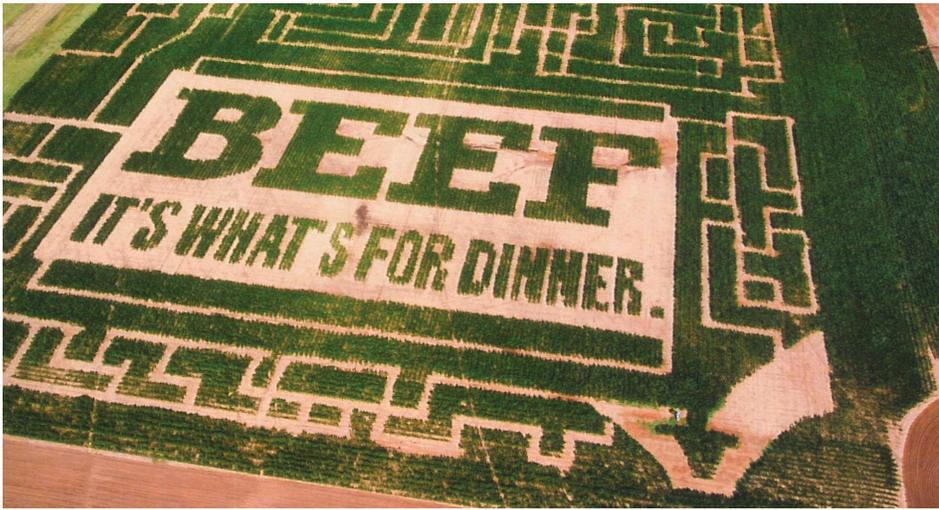
& Education Manager at the Cattlemen’s Beef Board. “Plus, we’re so excited to have broadcast legend Ron Hays as the voice of the project.”

You can view the videos on the Oklahoma Beef Council’s YouTube channel, [youtube.com/oklahomabeef](https://www.youtube.com/oklahomabeef) and click on the Beef Checkoff Explained playlist.

To date, the videos have reached more than 12,000 people on Facebook and YouTube. ■

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

## JOIN US AT P BAR FARMS



The Oklahoma Beef Council is sponsoring this season's Corn Maze at P Bar Farms near Hydro, Oklahoma. And that means everyone who visits the maze will have great opportunities to learn about BEEF!

The maze features the iconic *Beef. It's What's for Dinner.* and Beef Checkoff logos. The Q&A boards that direct people through the maze will be about beef and a corresponding video will feature Oklahoma ranchers providing

the answers to those questions and information about beef.

On October 9, OBC will host a family fun day and will give away information on beef, I Love Beef temporary tattoos and have fun beef-themed activities. We hope you will join us for Family Fun Day.

**You can find out more about P Bar Farms at their website, [pbarfarms.com](http://pbarfarms.com), and on Facebook, [www.facebook.com/PBarFarms](https://www.facebook.com/PBarFarms).** ■

## OKLAHOMANS TURN OUT TO BEEF UP THE BLOOD SUPPLY



Beefing up the blood supply has been on OBC's calendar on Labor Day for many years. In 2021 this need was particularly critical as the pandemic has put a strain on the blood supply.

Everyone who donated blood on the Thursday and Friday before Labor Day received an all-beef hotdog, bedlam themed t-shirt and was entered to win tickets to the OU versus Texas football game. Again this year, Oklahomans were great to turn out and support this effort, the beef community and their fellow Oklahomans who need life-saving blood. ■

## BEEF FEATURED AT AMERICAN CULINARY FEDERATION CONVENTION

Oklahoma Beef Council was one of nine state beef councils who joined together to sponsor the 2021 American Culinary Federation National Convention August 3-5 in Orlando, Florida.

The convention reached more than 600 professional chefs, culinary students and instructors from across the country. This year's event had in-person and virtual options. The *Beef. It's What's for Dinner.* message was displayed at a welcome reception station, tradeshow booth, pop-up tasting stations, president's gala protein sponsor, and in the virtual tradeshow.

At the welcome reception, nearly 700 attendees were greeted by the *Beef. It's What's For Dinner.* station featuring Baja Beef Tacos made with grilled Teres Major. The welcome reception presented an opportunity to engage with the chefs, showcase an innovative product and encourage them to visit the *BIWFD* tradeshow booth during the conference.



At the ACF tradeshow, attendees visiting the *BIWFD* booth picked up resource materials such as beef foodservice cut charts, beef marbling poster and handouts explaining the beef lifecycle. A display screen also featured the latest beef foodservice videos. Swag from the tradeshow booth, including *Beef. It's What's For Dinner.* koozies could be seen throughout the rest of the conference.

During the conference, pop-up stations offered attendees the opportunity to sample innovative beef items and to visit with members of the *BIWFD* team. Roughly 100 samples of Mexican Style Beef Sausage Cornbread Muffins, Deviled Eggs with Sliced

Tri-Tip and Buffalo Style Beef Bites were distributed during the conference.

Visitors to the *BIWFD* booth in the virtual tradeshow watched a video about the value of beef at foodservice, signed up for the Beef News Now newsletter, downloaded a variety of educational resources and chatted with members of the *BIWFD* team. It's estimated that more than 200 chefs visited the online platform during the convention and access to the platform is open through October.

Sponsorship of the ACF National Convention has been important, especially in the last few years, as meat alternative groups also target the foodservice market. ■

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