



OKLAHOMA BEEF COUNCIL

2024 Annual Report

HARNESSING THE POWER OF CONNECTED TV AND DIGITAL ENGAGEMENT »



The Oklahoma Beef Council (OBC) recognizes the importance of reaching today's consumers where they are—on digital platforms that offer premium content. This summer, OBC

invested in three highly targeted advertising campaigns across major population centers, representing a population of 278 million consumers. Oklahoma funds were joined with state beef council partners for maximum impact. The campaigns leveraged Connected TV (CTV) and online audio to inspire consumers to choose beef for their meals. These efforts ensured that beef remained top-of-mind for millions of engaged viewers and listeners.

In 2023, 88% of US households had at least one connected TV, according to Statista. This is an all-time high and represents about 111 million households.

STRATEGIC DIGITAL CAMPAIGNS

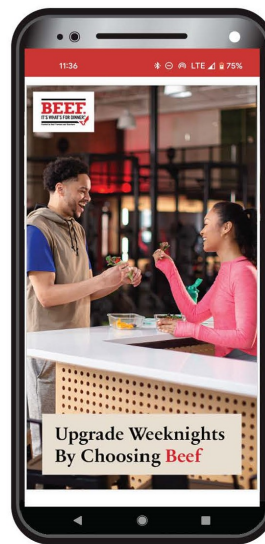
Specifically, the campaigns focused on high-impact digital placements, reaching consumers through premium streaming platforms and live sporting events, including the Summer Olympics. Video ads aired on top-tier CTV networks such as FOX, ESPN, Disney+, ABC, and MAX. Additionally, the audio portion of the campaign connected with audiences via Pandora, Spotify, iHeart, and SoundCloud, meeting consumers in moments of entertainment and relaxation.

IMPACT OF OUR DIGITAL INVESTMENT

Overall, consumers viewed beef videos **5.96 million times** and listened to 3.03 million audio beef ads. In all, the campaigns reached almost 9 million engaged consumers across multiple high population regions.

National efforts such as these are driven as part of our partnership with the Federation of State Beef Councils, to learn more visit www.ncba.org/federation/federation-annual-reports.

REACHING OKLAHOMA CONSUMERS THROUGH DIGITAL ADVERTISING



Similar to the regional campaigns, the OBC executed a 10-month digital marketing campaign designed to inspire and educate Oklahoma consumers about the inherent value of beef while encouraging them to choose beef for their next meal. With almost 20 million impressions across the state, the campaign's broad reach was a testament to its success in engaging the target audience. It achieved 1,569,080 video views and 76,728 clicks to OklaBeef.org, demonstrating strong consumer interest and effective digital messaging.

Overall, the campaign not only succeeded in raising awareness about the benefits of beef's taste, nutrition, versatility and sustainability in Oklahoma, but also effectively drove traffic to OklaBeef.org, setting a strong foundation for future digital initiatives.

Oklahoma consumers saw beef ads 20 million times in FY 2024.

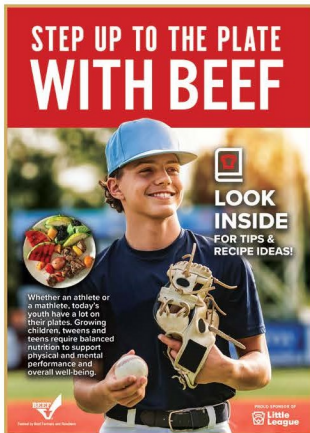
HANDS AND PANS: BRINGING BEEF TO LIFE IN 11 CREATIVE RECIPE VIDEOS »



In 2024, the Oklahoma Beef Council launched 11 innovative “hands and pans” recipe videos for social media and digital marketing to showcase beef in a fresh, engaging way on social media.

These dynamic videos not only highlight the versatility of beef—from dishes like Lime Marinated Flank Steak and Beef Stroganoff to comforting options like Beefy Harvest Soup—but also serve as a visual guide that connects consumers with the preparation process. By featuring the hands-on approach and emphasizing the tangible steps of cooking, these videos make it easier for consumers to see how beef can be transformed into delicious meals, reinforcing beef’s place as a dinner favorite and inspiring new culinary adventures.

ADOLESCENT MEDICAL PROFESSIONAL OUTREACH PROGRAM »



The Beef Checkoff has been directly engaging doctors and their patients with educational materials that highlight beef’s role in health. Post-program evaluations consistently indicate that doctors are more likely to recommend beef after receiving the toolkits. As part of this outreach, the OBC funded the distribution of 221 kits in Oklahoma to provide medical professionals

with vital information about adolescent nutrition and beef. In post-survey highlights, there was a **63% increase in the likelihood of medical professionals recommending beef to their patients** and an 11% boost in medical professionals’ attitudes toward beef.

THE POWER OF CREDIBLE EXPERTS: ADVANCING NUTRITION EDUCATION THROUGH STRATEGIC ENGAGEMENT »

Engaging credible speakers at key health professional events is essential to effectively communicate the nutritional benefits of beef and highlighting beef as part of the conversation in American diets. The Oklahoma Beef Council sponsored industry experts at multiple meetings of health professionals in FY 2024. As one example, Dr. Heather Leidy’s presentation, *The Perfect Storm: Nutritional Risks Among US Adolescents & How Protein-rich Foods Can Help*, reached over 200 nurse

practitioners through her presentation at the Association of Oklahoma Nurse Practitioners. These kinds of engagements highlight the importance of trusted experts in shaping professional perspectives on nutrition and food choices.

EMPOWERING THE NEXT GENERATION »



The Masters of Beef Advocacy (MBA) program is a free, self-guided online course designed to equip the beef community with the knowledge and resources necessary to advocate effectively for the beef community. In FY 2024, the OBC once

again achieved a significant milestone by certifying over 1,000 Future Farmers of America (FFA) students through the MBA program. This accomplishment underscores the OBC’s commitment to fostering beef advocacy among young agricultural leaders and enhancing their understanding of the beef industry.

More than 1,000 students in Oklahoma received the Masters of Beef Advocacy.

INTERNATIONAL EFFORTS »



In FY 2024, the OBC invested in promotion and market development programs for U.S. beef through the U.S. Meat Export Federation. These efforts targeted Japan, South Korea, Mexico, Japan and South Africa. For a full report of USMEF efforts, visit www.usmef.org/about/usmef/annual-report.

As an example of Oklahoma funding, USMEF conducted multiple initiatives with a major Japanese retailer showcasing U.S. prime grade beef to consumers via tasting demonstrations and specialized signage. As part of this campaign, OBC funds helped the retailer achieve remarkable success, with U.S. beef sales exceeding 707,000 lbs., a substantial 91% increase during the promotion period, which coincided with Golden Week, a major holiday in Japan.

The U.S. represents only 4% of the world’s population.

OBC KICKS OFF NEW PARTNERSHIP WITH COWBOY SPORTS PROPERTIES »



In August, the Oklahoma Beef Council (OBC) launched an exciting partnership with Cowboy Sports Properties, the official brand sponsorship arm of Oklahoma

State Athletics. This collaboration allows OBC to keep beef top of mind with thousands of fans throughout the football, basketball, and wrestling seasons.

The partnership kicked off in style with a BBQ Beef Cookoff and co-sponsorship of the Ag Day football game between OSU and South Dakota State. The cookoff was a fan favorite, featuring a brisket competition and OBC's interactive BEEF booth. Cowboy Sports helped amplify the event through social media driving 100,000+ ad impressions and ensuring broad visibility for the OBC sponsorship.

LEVERAGING SOCIAL MEDIA INFLUENCERS TO PROMOTE BEEF »

Partnering with social media influencers like Lunchbox Dad, with his 400K+ followers, is a powerful way to highlight beef's nutrition and versatility while reaching a broad and engaged audience. By collaborating with Oklahoma-based influencers, we can showcase beef recipes in a relatable and creative way, driving consumer interest and awareness.

Lunchbox Dad released three engaging beef-focused recipe videos highlighting beef's versatility and affordability on TikTok and Instagram: Sheet Pan Quesadilla, Meaningful Lunches for Back to School with a Fajita Wrap, and Sheet Pan Onion Sliders. These videos collectively amassed 57.9K views on TikTok with 458 engagements, demonstrating the impact of digital storytelling in promoting beef to consumers.

BEEF IN THE CLASSROOM: SUPPORTING CULINARY EDUCATION FOR FUTURE GENERATIONS »



The Oklahoma Beef Council's Beef in the Classroom program plays a role in equipping Family and Consumer Science (FCS) students with hands-on beef cookery

education. By providing grants to classrooms, the OBC aims to support students gaining essential culinary skills while learning about the nutritional value, versatility, and

proper preparation of beef. In FY 2024, the program reached 1,436 students.

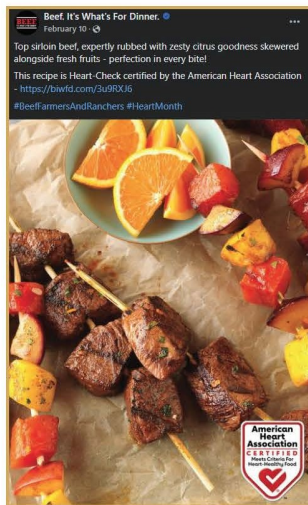
ONION BURGER TRAIL »



The OBC launched a "burger trail" that celebrated one of Oklahoma's culinary specialties: the Oklahoma Onion Burger.

The Oklahoma Onion Burger trail featured 22 restaurants, including several on Historic Route 66. Using a digital or paper pass, visitors to the restaurants earned points towards prizes for visiting the individual restaurants. It was an opportunity to celebrate the Oklahoma Onion Burger, a culinary treasure, while supporting Oklahoma-owned restaurants and selling more burgers. The promotion was featured in state newspapers, social media and even on KWTU with a special segment highlighting the Oklahoma Onion Burger.

E-COMMERCE »



The Oklahoma Beef Council (OBC) played a role in supporting a national e-commerce campaign with a major national retailer that successfully promoted beef during February's Heart Month and March's National Nutrition Month. The campaign, which ran from February 1 to March 14, 2024, showcased beef's nutritional benefits while driving significant consumer engagement and sales growth.

Nationally, the campaign generated 57.3 million impressions and reached 13.9 million unique viewers, with each viewer seeing beef-focused ads an average of 4.12 times throughout the campaign. Most notably, the initiative resulted in \$11.2 million in incremental beef sales, delivering an impressive \$30.78 return on ad spend (ROI). In Oklahoma, the advertising campaign drove nearly 3 million ad impressions to Oklahoma consumers and \$2.25 million dollars in attributable beef sales.

The campaign demonstrates the power of digital marketing in reaching today's consumers where they shop. By promoting beef's nutritional benefits during key health-focused months, the campaign engaged consumers and drove beef sales. The success of this initiative underscores the OBC's commitment to leveraging modern marketing strategies for beef promotion.

2022-2027 OKLAHOMA BEEF COUNCIL LONG RANGE PLAN

« VISION »

Be a positive difference for Oklahoma's farming and ranching families and the greater beef community.

« MISSION »

Strengthen beef demand in the US and grow US beef exports

« CORE STRATEGIES »

Core Strategy I: Grow Consumer Trust in Beef and Beef Production

Core Strategy II: Promote and Capitalize on the Multiple Advantages of Beef

Core Strategy III: Drive growth for US Beef exports

« STATEMENT OF PRINCIPLES »

We believe in the beef demand chain driven by consumer preferences for our product.

We invest Oklahoma checkoff dollars where they can make the most difference.

We will continually seek to improve producer confidence in the Beef Checkoff.

OBC BOARD OF DIRECTORS »

Melody Varner, Bristow-Chairman
Leanne Robison, Cushing-Vice-Chairman
Chuck Coffey, Springer-Secretary-Treasurer
Russell Boles, Watson-Director
Nikki Callison, Ada-Director
Jordan Davis-Cook, Cordell-Director
Jess Kane, Bartlesville-Director
Paul Jackson, Marietta-Director
Alan Jett, Slapout-Director
Cheryl DeVuyst, Morrison-Ex officio
Jason Hitch, Stillwater-Ex officio
Rodney Cowan, Watonga-Ex officio
Angie Meyer, Okarche-Ex officio
Gaye Pfeiffer, Mulhall-Ex officio
Jimmy Taylor, Cheyenne-Ex Officio

OVERSIGHT OF THE OBC »

The Oklahoma Beef Council Board of Directors is a board of beef and dairy producers. To ensure the integrity of the Beef Checkoff in Oklahoma, the OBC takes the following steps:

- Undergoes required annual independent audits with a regional accounting firm
- Audit committee includes an independent advisor to the committee with audit experience
- Contracts with a third-party accounting firm for all accounting services
- Utilizes a five-step review process for monthly financials

OKLAHOMA BEEF COUNCIL FINANCIAL STATEMENT

FY 2024 Revenues and Expenditures

Revenues

Total Collections	\$5,057,664
CBB (National \$.50)	\$(1,698,826)
State of Origin	\$(1,660,014)
Oklahoma \$.50	\$1,698,824

Expenditures

National Program Investment	\$390,623
International Program Investment	\$199,748
OK Promotion and Consumer Information	\$425,331
OK Producer Communications	\$177,361
OK Industry Information	\$134,871
OK Research	\$42,642
OK Compliance	\$123,929
General and Administrative Expenses*	\$92,931

*Includes \$4949 in FY 2024 for USDA oversight.



For information about the Oklahoma Beef Council, visit www.oklabeeff.org. To learn more about your national Checkoff investments, the Beef Checkoff Impact Report provides a comprehensive look at Checkoff financial information, program highlights, key studies and more for FY 2024. www.beefboard.org/cattlemens-beef-board-impact-report.