



Oklahoma Beef Council 2019 Annual Report

OKC Pro Basketball Star Steven Adams Partners with the Oklahoma Beef Council



A unique partnership with Oklahoma City professional basketball player Steven Adams helped the Oklahoma Beef Council (OBC) energetically kick off 2019 with a digital marketing campaign on its website and social media channels. Through this new relationship, Adams, known for his aggressive play on the court and humor off, champions Oklahoma's farmers and ranchers by harnessing his love of beef, the role beef plays in fueling a pro basketball player and honoring his roots in agriculture.

In the first video of the series, Adams shared how he loves beef and he "smashes steaks," a phrase that took off in Oklahoma sports media. Going viral, the video achieved more than 700,000 views in four days and through earned media the campaign has achieved more than 20 million impressions. Both ESPN and "Inside the NBA" on TNT played the video on its broadcasts and stories have been featured across marketing and sports blogs as well as Yahoo News and local Oklahoma media. Other videos followed, including a very popular one featuring Adams spending the day on an Oklahoma ranch.

Nicely Done, Beef! You Reached Consumers 19 Million Times

In FY 2019, the OBC was thrilled with the success achieved through YouTube advertising, achieving more than 19 million video views through two campaigns. This would be the similar to a television commercial being viewed in its entirety, 19 million times. The vibrant videos showcased beef's protein and nutrition, the pleasure found by choosing beef and the people who raise beef with the ultimate goal of inspiring consumers to buy beef. The cost per view of the campaign was less than \$.03/view.

OBC Created Videos Shine in 2019



The OBC launched a series of videos in 2019 showcasing Oklahoma farming and ranching families and their commitment to family and raising high-quality beef in a sustainable manner. As one rancher says in a video, "We were sustainable before

sustainability was cool." The videos were a big hit generating hundreds of thousands of views online. Check out the Oklahoma Beef channel on YouTube to learn more.

Neighborly Partnerships Inspire Nutrition Adventures



The OBC co-hosted with the Kansas, Missouri and Nebraska Beef Councils a select group of 25 registered dietitians from across the country for a checkoff-funded event emphasizing beef's nutritional profile, culinary

versatility, and production methods. Those attending Nutrition Adventure in the Kansas City area in late May were selected for their extensive involvement on social media and blogs, giving them the ability to influence thousands of consumers.

Oklahoma Program Educate the Next Generation of Health Influencers

The OBC conducted four seminars with university nutrition programs for future dietitians. The objective of these programs was to provide an opportunity for future dietitians to learn more about beef nutrition, hot topics, culinary skills, sustainability and cattle production.

Healthcare Sponsorships Provide a Focus on Protein

The OBC hosted a national speaker at the Oklahoma Academy of Family Physicians and the Oklahoma Academy of Physician Assistants. More than 175 health care influencers heard the presentation entitled “Optimizing Dietary Protein in a Carbohydrate World.”

Consumer Outreach Face-to-Face

The OBC staff and volunteers exhibited at seven consumer events in 2019, including the Oklahoma City and Tulsa Home and Garden Shows and the Oklahoma City and Tulsa marathon race expos. More than 18,000 recipes brochures and 17,000 beef samples were distributed.

The “Blue and Gold” Masters Beef Advocacy

In a unique effort pioneered by the OBC, more than 1000 Oklahoma FFA students received their Masters of Beef Advocacy certification, a program designed to equip ranchers, farmers and agriculture youth with the tools they need to be advocates for the beef community.

Oklahoma Beef Quality Assurance



The OBC provided the push and training for 1000+ new Beef Quality Assurance certifications in Oklahoma through online and in-person training. Beef Quality Assurance is a national program that raises consumer confidence by offering proper management techniques and a commitment to quality within every segment of the beef industry. Learn more at www.bqa.org.

US Beef Around the World



The OBC sponsored foodservice and retail U.S. beef promotions in Japan and South Korea in 2019. Oklahoma beef checkoff dollars helped move more than 6 million pounds of U.S. beef as a result of these efforts. Additionally, the OBC supported beef educational efforts through seminars in Angola and China.

Oversight

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

- Undergoes annual independent audits with a regional accounting firm
- Institutes an Audit/Risk committee with an independent audit advisor to the committee
- Contracts with a third-party accounting firm with circulating accountants for all accounting services
- Utilizes a five-step review process for monthly financials
- Additional oversight is provided by the Cattlemen’s Beef Board and the USDA/AMS.

OBC FY 2019 Board Members

Angie Meyer, Chairman
Becca McMillan, Vice-Chairman
Monte Tucker, Secretary-Treasurer
Tom Fanning, Director
Jess Kane, Director
Brett Morris, Director
Ron Reed, Director
Melody Varner, Director
Byron Yeoman, Director
Clay Burtrum, Ex-officio
Chuck Coffey, Ex-officio
Jean Lam, Ex-officio
Jimmy Taylor, Ex-officio

OKLAHOMA BEEF COUNCIL	
FY 2019 Revenues and Expenditures	
Gross Assessment Revenues.....	\$4,409,238
Less remittance to	
Cattlemen’s Beef Board	\$(1,902,864)
State of origin	\$(603,509)
Net assessment revenues	\$1,902,865
Expenses	
International marketing and development	\$289,041
Domestic marketing, education and research	\$308,638
High population/low cattle programs	\$82,932
Oklahoma industry information	\$181,497
Oklahoma promotions and consumer information	\$606,378
Producer communications	\$166,473
Oklahoma research	\$32,541
Oklahoma compliance	\$103,641
General and administrative expenses	\$102,448
Total expenses*	\$1,873,589
Net assessment revenues in excess of expense	\$29,276
*Total expenses include \$3102 in FY 2019 for USDA oversight. More information on national and international beef checkoff programs can be found at www.oklabeeff.org/cattlemens-corner . For sources of information on key accomplishments, please contact the OBC. To sign-up for regular Beef Checkoff updates, please visit www.beefboard.org/the-drive-sign-up-form/ .	



Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it's just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we're able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we're on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities' profitability. That's technology we can take to the bank.

Yours truly,

Laurie Munns
Hansel Valley, Utah
Chairman, Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff's *Beef. It's What's For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated www.BeefItsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that's just the beginning of the Beef Checkoff's technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the BeefItsWhatsForDinner.com website.

Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the BeefItsWhatsForDinner.com website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new "Keep Sizzlin'" collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking,

stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers BeefItsWhatsForDinner.com, where they learn to prepare the perfect beef meal.

New videos utilize the "Nicely done, beef" slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef's swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.



Beef. It's What's For Dinner. has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary

experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It's What's For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It's What's For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program's greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It's What's For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It's What's For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient

option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand



Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year's growth was driven by South Korea

and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today's marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

Cattlemen's Beef Board Fiscal Year 2019 Expenditures

Promotion	\$10,580,409
Research	\$9,891,043
Consumer Information	\$7,571,245
Industry Information	\$3,357,876
Foreign Marketing	\$8,347,484
Producer Communications	\$1,637,234
Evaluation	\$158,875
Program Development	\$435,772
USDA Oversight	\$596,367
Administration	\$1,729,852
TOTAL EXPENSES	\$44,306,15

Unaudited Numbers