

2025



Oklahoma Beef Council Annual Report

Fueling Oklahoma's High School Athletes



The Oklahoma Beef Council partnered with the Oklahoma Secondary School Activities Association (OSSAA) to promote beef as a strong, nutritious choice for student athletes.

Through this partnership, beef messaging reached thousands of athletes, coaches, parents, and fans across the state. OBC sent 10 emails to 12,000 coaches and administrators promoting the Sports Nutrition Game Plan, a sports nutrition program for high school athletes featuring beef as the premier protein. Additionally, targeted social media posts and online ads reached visitors to OSSAA's website more than 5.7 million times.

At state championships for softball, football, and basketball — attended by more than 240,000 people — beef messaging was featured on signs, videoboards, public address announcements, and on-site promotions. OBC also had a presence at cheer, wrestling, baseball, and track events, with the Beef Flex Cam becoming a crowd favorite.

Why is this important?

Together, these touchpoints positioned beef as a smart, nutritious choice for growing athletes while strengthening BEEF's presence at Oklahoma's most celebrated high school sporting events.

Opening New Markets for U.S. Beef



With support from the Oklahoma Beef Council, USMEF brought U.S. red meat directly to a rapidly growing region during a two-day trade seminar in Accra, Ghana. Representatives from USMEF member

organizations met with buyers from 12 West African countries to highlight the quality, consistency, and value of U.S. beef. A key focus was educating buyers on U.S. production practices, with OBC's Heather Buckmaster presenting an overview to increase confidence and build relationships with emerging customers. Beef Checkoff investments make opportunities like this possible by opening new markets and expanding global demand for U.S. beef.

OBC Supports Beef Promotion Programs in Japan and South Korea

In 2025, the OBC supported retail and foodservice beef promotions in Japan and South Korea that drove measurable beef sales. For instance, USMEF used OBC funds to launch a nationwide sweepstakes with 12 major Japanese retailers, placing promotional stickers on selected U.S. beef cuts, even featuring the popular Kotecchan (boiled and marinated beef intestines). Overall, the effort successfully moved 3.6 million pounds of U.S. beef.

Why is this important?

The OBC recognizes the opportunities represented by exporting U.S. beef in better carcass utilization around the world and it's essential to know that the export market for U.S. beef adds significant value to the price per head of fed slaughter. The January-August 2025 average was \$400.16 per head.

Why Don't We See Beef Ads on Traditional Television Like in the Past?



Beef producers may not see *Beef. It's What's For Dinner.* ads on traditional television like in the past, but beef advertising has not disappeared — it has evolved. Today, Checkoff-funded ads primarily run on Connected TV streaming platforms such as Hulu, YouTube, and Amazon Prime, allowing precise targeting of urban and suburban consumers who are making purchasing decisions. With 83% of Americans now streaming content and only 36% subscribing to cable or satellite, investments have shifted to match consumer viewing habits. Because the Checkoff remains \$1 per head, unchanged for more than 35 years, this targeted approach ensures dollars are used efficiently to build demand where it matters most.

Supporting Regional Beef Advertising in Key Population Centers Across the U.S.

In summer 2025, the Oklahoma Beef Council invested in three major regional digital advertising campaigns through the Federation of State Beef Councils. Beef ads ran for 12 weeks across Connected TV and online audio, optimizing delivery for the most cost-efficient impressions, completed video views, and listens. States targeted included the largest ones, New York, California, Illinois, Florida and Pennsylvania. In total, beef ads were seen 13.58 million times with 5.16 million completed video views and 6.42 million audio listens.

Why is this important?

The OBC board of directors recognize Oklahoma represents about 1% of the U.S. population so it seeks to enhance marketing efforts for beef in high population centers in the U.S.

Fueling Oklahoma's Appetite for Beef: Delivering Results with a High-Impact Digital Campaign

The OBC In-State Digital Marketing Campaign extended the national *Beef. It's What's for Dinner.* Anthem campaign to Oklahoma consumers during key moments like the holidays and summer grilling season. The campaign ran from December 2024 through September 2025. Connected TV and YouTube served as the main awareness drivers, delivering premium placements across major networks and capturing additional exposure during the OKC Thunder's NBA Finals run. Digital Out of Home (DOOH) ads complemented video efforts by reaching shoppers and families in grocery stores, gyms, entertainment venues, and other high-traffic locations. In total, the campaign showed beef ads more than 10 million times with 1.7 million video views, and over 35,000 clicks. Strong performance across CTV, YouTube, Google Display, and DOOH reinforced consumer excitement for beef and delivered exceptional value for every dollar invested.

Why is this important to know?

The OBC utilizes national experts to execute advertising targeting Oklahoma City and Tulsa, working to reach the right consumer with the right message to help drive beef sales.

Retail and E-Commerce Promotions Drive Demand and Attract New Beef Shoppers

The Oklahoma Beef Council partnered with 18 other state beef councils to support a national e-commerce digital marketing campaign with a major retailer in Spring 2025. During National Nutrition Month, the campaign led with beef's strong nutritional profile to position beef as a smart choice for health-focused consumers. Nationally, the campaign delivered 74 million impressions and generated \$23.2 million in incremental beef sales. In Oklahoma, OBC's investment generated 1.9 million impressions and \$7.9 million in attributable beef sales, resulting in an exceptional \$792 return on investment.

The OBC also participated in Back-to-School retail promotion. Nationally, the campaign delivered 42 million impressions, reached 7.4 million households, and generated \$9.89 million in incremental beef sales. In Oklahoma, the campaign delivered 1.17 million impressions, reached nearly 189,000 households, and generated \$1.577 million in attributable beef sales for a \$157.70 return on investment.

Why is this important?

These promotions demonstrate how strategic nutrition messaging and targeted retail partnerships drive measurable beef sales and attract new consumers digitally to the beef category.

Dietetic Interns Gain Insight into Beef Industry Through Immersive Tours and Workshops

A series of hands-on educational programs hosted by the Oklahoma Beef Council significantly improved dietetic interns' perceptions of beef production and nutrition. Through immersive ranch and feedyard tours for interns from OSU, UCO, and KADDI, strongly positive views of beef increased dramatically — rising as high as 100% at UCO and nearly doubling at KADDI. Interns cited expert-led discussions that addressed common concerns about hormones, antibiotics, and finishing practices as especially impactful. Additional virtual trainings and a communications workshop further strengthened their confidence in sharing accurate, research-based information about beef with future clients.

Why is this important to know?

These programs have not only improved interns' confidence in addressing beef-related questions but also strengthened trust in agricultural practices.

Building Trust with Health Professionals

In partnership with the Kansas, Missouri, and Nebraska beef councils, the Oklahoma Beef Council co-hosted Nutrition Adventure, a two-day educational program designed to give registered dietitians a firsthand look at modern beef production.

Twenty-five dietitians from 15 states attended the event in Nebraska. These professionals work in hospitals, universities, private practice, and on social media — influencing how consumers think about food every day.

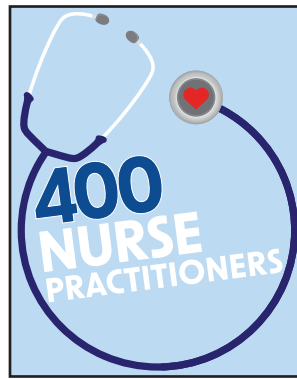
Participants learned about beef's nutrition profile, sustainability, and value cuts, and took part in hands-on culinary experiences. They also toured a beef processing facility, a seedstock operation, a feedyard, and a cow-calf ranch. An expert panel answered candid questions about topics ranging from animal care to antibiotics and consumer concerns.

"These producers did an outstanding job sharing their passion for beef, breaking down operations, and welcoming us into their world," one participant wrote in the post-event survey. "It made all the difference."

Why Does This Matter?

Registered dietitians are trusted voices in food and health conversations. They guide patients, speak to media outlets, and shape online discussions. When they have accurate, firsthand knowledge of how beef is raised and processed, they are better equipped to share factual information and counter misinformation.

Elevating Beef's Nutrition Story at the Oklahoma Nurse Practitioners Conference



At the Association of Oklahoma Nurse Practitioners Conference, OBC engaged more than 400 nurse practitioners with evidence-based information on high-quality protein and beef's role in healthy eating patterns. Partnering with speaker Jenna Braddock, OBC distributed 100 high-quality protein toolkits — nearly double the demand from the previous year.

Why is this important?

The strong interest highlighted both the credibility of the message and the growing value nurse practitioners place on practical, research-backed nutrition resources.

Fueling Early Childhood Nutrition: OBC Engages Pediatric Leaders at the SPARK Conference



At the Oklahoma Academy of Pediatrics' SPARK Conference, Keli Hawthorne, MS, RD, delivered a highly engaging session on meeting nutritional needs in early childhood and practical strategies

for complementary feeding of nutrient rich foods like beef. Thirty pediatricians and residents participated, asking thoughtful questions and expressing strong interest in evidence-based nutrition guidance and resources for their patients. The discussions highlighted clear opportunities to support practitioners with practical tools and access to pediatric nutrition experts, and OBC looks forward to continuing this valuable collaboration.

Why is this important?

The activity above creates long-term value for the beef community by strengthening trust in beef among the healthcare professionals who most influence decisions. Pediatricians are the first voices families turn to for nutrition guidance, especially on protein sources for children.

OKLAHOMA BEEF COUNCIL

FY 2025 REVENUES AND EXPENDITURES

REVENUE

Total Collections	\$ 4,886,849
CBB (National \$.50)	\$ 1,656,720
State of Origin	\$ 1,573,539
Oklahoma \$.50	\$ 1,656,590

EXPENDITURE

Domestic Marketing, Education and Research	\$ 374,498
International Program Investment	\$ 203,484
OK Promotion and Consumer Information	\$ 473,935
OK Producer Communications	\$ 148,596
OK Industry Information	\$ 113,211
OK Research	\$ 40,294
OK Compliance	\$ 156,448
General and Administrative Expenses*	\$ 107,059

*Includes \$3,287 in FY 2025 for USDA oversight.

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 U.S. and grow U.S. 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 U.S. 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-Chair
Leanne Robison, Cushing-Vice-Chair
Chuck Coffey, Springer-Sec-Treas.
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
Gaye Pfeiffer, Mulhall- Ex officio

Oversight of the Oklahoma Beef Council

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

To view national annual reports for the Beef Checkoff, please visit <https://www.oklabeeff.org/cattlemens-corner/annual-reports>.



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 2025. beefboard.org/cattlemens-beef-board-impact-report.

