

Future Health Influencers

The OBC conducted seminars for OU, OSU and UCO dietetic intern programs. In each of the programs, the students, who will be future dietitians and nutrition influencers, learned about the science of beef nutrition and the role beef can play in a healthy lifestyle. OBC staff also provided an overview of beef production and sustainability. For the hands-on segment and to allow for social distancing, students made beef cooking videos at home. Overall, 97% of participants said they would recommend beef as part of a healthy lifestyle to their future clients. UCO and OSU intern directors have communicated that their students will not graduate unless they have been through the seminar with the OBC.

Around the World with U.S. Beef



OBC's investments in Japan supported multiple campaigns with national retailers, a key target for moving large volumes of U.S. beef. This included a promotion at 26 Costco outlets which yielded 2.3 million lbs in U.S. beef sales and a U.S. Beef Fair at Aeon outlets, moving a volume of 629,200 lbs of U.S. beef.

South Korea

With OBC support, USMEF targeted Emart utilizing innovative purchase incentives to advance U.S. beef sales. Through a weeklong promotion, highlighting frozen short ribs and LA ribs in 140 outlets, Emart's sales totaled 330,000 lbs of U.S. beef, an 87% increase over the pre-promotion period.

China

Despite challenges with COVID-19, USMEF successfully hosted a series of OBC-funded training seminars over the summer bringing ecommerce platforms and foodservice operators together to learn about superior selling points of U.S. product. With strong retail interest in U.S. beef, both online and in traditional settings (especially with Australian supplies tightening), USMEF accelerated implementation of U.S. beef merchandising training programs with OBC support for both retail and ecommerce vendors and is now seeing a growing interest in featuring a wider array of U.S. beef cuts.

Africa

With approximately 1.1 billion consumers, Sub-Sahara Africa has become a leading destination for US beef variety meats. South Africa is the forefront destination, but exports are also trending sharply higher to Angola, Gabon and Ivory Coast. The OBC supported efforts to promote US beef through educational videos and billboards.



Oklahoma Beef Council 2020 Annual Report

Adapting to a COVID World



COVID-19 presented a wide range of challenges to beef demand that needed to be addressed through the Beef Checkoff. National contractors and the Oklahoma Beef Council (OBC) emphasized strategies and tactics to encourage beef consumption at home while educating consumers about raising beef through digital marketing and social media.

The YouTube campaigns generated 8,137,212 video views and 14,646,920 impressions in Oklahoma at a cost per view of \$.02 while the Google search campaign drove 53,000+ consumers to the OBC website.

Reaching Consumers in the US Western States Initiative

In the summer of 2020, the OBC funded the Western State Initiative, a 9-week beef promotional campaign in key Western states including California. The six states targeted includes 63 million consumers or nearly one fifth of the total US population and represents a region with higher rates of meat substitute consumption. The campaign featured entertaining YouTube beef videos and Google search advertising driving consumers to the Beef. It's What's for Dinner. website with a goal of inspiring consumers to choose and prepare beef.

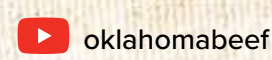
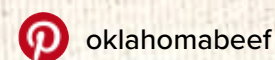
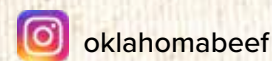
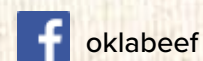
Oklahoma Beef Council – FY 2020 Revenues and Expenditures

Total Collections	\$4,344,911	Domestic marketing, education and research	\$322,937
Cattlemen's Beef Board	\$1,845,140	International marketing and development	\$304,012
State of Origin	\$654,632	High population/low cattle programs	\$89,720
Oklahoma \$.50	\$1,845,139	Oklahoma promotion and consumer information	\$736,839
		Oklahoma producer communications	\$189,401
		Oklahoma industry information	\$170,734
		Oklahoma research	\$34,580
		Oklahoma compliance	\$104,382
		General and administration expenses*	\$96,320

*Includes \$3515 in FY 2020 for USDA oversight. More information on national and international beef checkoff programs can be found at oklabeef.org/cattlemens-corner.

OBC Board Members

Chairman-Becca McMillan, Mansville, OK
 Vice-Chairman-Monte Tucker, Sweetwater, OK
 Secretary-Treasurer-Byron Yeoman, Dover, OK
 Chuck Coffey, Springer, OK
 Jordan Davis-Cook, Cordell, OK
 Jess Kane, Bartlesville, OK
 Brett Morris, Ninnekah, OK
 Melody Varner, Bristow, OK
 Leann Van Der Laan, Perry, OK
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 Ex-officio-Cheryl DeVuyst, Cattlemen's Beef Board
 Ex-officio-Jason Hitch, Cattlemen's Beef Board
 Ex-officio-Jean Lam, Cattlemen's Beef Board
 Ex-officio-Angie Meyer, Cattlemen's Beef Board
 Ex-officio-Jimmy Taylor, Cattlemen's Beef Board



To sign-up for monthly e-updates or quarterly mailed updates from the Oklahoma Beef Council, please visit oklabeef.org/cattlemens-corner.

Here are a few steps taken by the OBC:

- Reallocated promotion dollars to YouTube and Google Search advertising to share recipes, cooking tips and helpful videos with Oklahoma consumers;
- Developed an update page (oklabeef.org/updates) that shared batch cooking tips, cooking resources, virtual farm and ranch tours and agriculture-focused activities for children at home;
- Created videos by Sheri Glazier, the Dirt Road Dietitian, for digital media focused on creating multiple meals with a single preparation;
- Developed a "Local Beef" page sharing information on purchasing freezer beef, local beef companies and beef cookery;
- Created social media message posts highlighting comfort food recipes, batch cooking and how-to guides for freezing beef;
- Distributed beef sticks to hospital staff in Oklahoma City and Tulsa with a "Thank You" message from Oklahoma's farming and ranching families.

Marketing Beef In Oklahoma

8 million Consumer Engagements

The OBC worked to reach Oklahoma consumers in FY 2020 through YouTube and Google search advertising during a ten-month marketing campaign. The campaign featured vibrant videos highlighting beef's nutrition, versatility, pleasure and sustainability while also driving consumers to the OBC website for recipes and information on Oklahoma beef production.



Overall, this campaign performed very well. Consumers in the targeted areas were served Beef. It's What's For Dinner. ads almost 20.4 million times. The YouTube part of the campaign generated more than 12 million video views at a cost per view of a penny. That's one penny per view. The Google search campaign drove almost 30,000 consumers to the Beef. It's What's for Dinner. website for recipes and cooking information.

E-Commerce

The OBC funded a holiday Instacart promotion in partnership with the Federation of State Beef Councils. Instacart allows customers to shop at local grocery stores via a mobile app or their website, creating a virtual shopping cart that is later fulfilled by a "personal shopper" on a designated day. As a result of the promotion, there was a 33.2% repurchase rate and repurchases resulted in \$846K in sales of beef over the 12-week post-insert period.



Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

Our approach shows that together, there's little we can't accomplish to increase demand for beef.

Yours truly,

Buck Wehrbein
Mead, Nebraska
Chairman, Federation of State Beef Councils



Dietary Guidelines



The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

BQA Continues Success



The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the early

1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

Responding in a Crisis



These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and education programs. To address

the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.

The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.



Funded by Beef Farmers and Ranchers

Cattlemen's Beef Board Fiscal Year 2020 Expenditures

Promotion	\$10,206,858
Research	\$8,349,734
Consumer Information	\$7,260,148
Industry Information	\$3,392,835
Foreign Marketing	\$6,933,262
Producer Communications	\$1,553,796
Program Evaluation	\$202,046
Program Development	\$388,847
USDA Oversight*	\$761,214
Administration	\$1,505,256
TOTAL EXPENSES	\$40,553,996

*Included in the USDA Oversight amount is approximately \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$161,000 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.



United We Steak

Summer wouldn't be summer without steaks on the grill. The Beef. It's What's For Dinner. brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a contractor to the Beef Checkoff, the effort encouraged families to unite in their love of beef. Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video was released on social media as well as through Connected TV and YouTube to showcase that beef farmers and ranchers keep beef on grills.

The campaign drove users to BeefItsWhatsForDinner.com or UnitedWeSteak.com, where they found a profile page for each state with state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts. The successful campaign generated more than 338 million impressions, including almost 90 million video views.

No Substitute for Beef



While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the Beef. It's What's For Dinner. brand conducted an online search campaign that served up a Beef. It's What's For Dinner. ad to consumers who Googled new plant-based burger options and linked them to BeefItsWhatsForDinner.com to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The Beef. It's What's For Dinner. brand continues to be active in protecting beef's number one protein position in both traditional and social media.