



# Oklahoma Beef Council Annual Report 2021

A high priority for Oklahoma Beef Council is keeping Oklahoma beef farmers and ranchers informed of how we are investing your beef checkoff dollars. This annual report is a key part of that process. If you have any questions, please reach out to OBC at any time. A full program and financial report is available at [oklabeef.org/cattlemens-corner/oklahoma-beef-checkoff-news](http://oklabeef.org/cattlemens-corner/oklahoma-beef-checkoff-news). While you're on the Cattlemen's Corner page, sign up to receive monthly updates from OBC.

**Video Development** – Video is king when it comes to developing online content for digital platforms and social media. It drives sales and consumer engagement. In FY 2021, the Oklahoma Beef Council developed more than 30 new pieces of video content focused on “Beef for Babies,” sustainability, recipes and checkoff education. If you haven't had a chance to check them out, visit [www.youtube.com/oklahomabeef](http://www.youtube.com/oklahomabeef).

**Western and Southeast Beef Promotion Initiatives** – In the summer of 2021, the OBC provided funding support for the Beef Checkoff-funded Western States and Southeast Beef Initiatives; which were 9-week beef promotional campaigns targeting key population areas representing 136 million consumers. The campaign featured entertaining YouTube beef videos, Google search advertising and for the first time, Spotify. Spotify is a digital music, podcast, and video service that gives you access to millions of songs.



Overall, these campaigns performed very well! Consumers in the targeted areas were served “Beef. It's What's For Dinner.” ads almost 22 million times. The YouTube part of the campaign generated more than 11.8 million video views at a cost per view of a penny while Spotify drove more than 4 million audio listens.

**YouTube and Google Search State-Wide Campaign** – The OBC reached Oklahoma consumers in FY 2021 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 [oklabeef.org](http://oklabeef.org) for recipes and information on Oklahoma beef production.

The YouTube campaigns generated 3.4 million video views and 5.4 million+ impressions in Oklahoma at a cost per view of \$.02 while the Google search campaign drove 41,000+ consumers to [oklabeef.org](http://oklabeef.org).



**NASCAR Beef. It's What's for Dinner. 300** – The Oklahoma Beef Council was one of several states who provided additional funding support for the Beef Checkoff-funded running of the inaugural Beef. It's What's for Dinner. 300 during Speedweek at the Daytona International Speedway. The response

was overwhelming with more than 1.9 billion positive impressions for beef and still growing.

**Creating the Next Generation of Beef Advocates with FFA** – Empowering the next generation of Oklahoma agriculture youth to be advocates for the

# A Snapshot of National & International Programs

## FURTHER EVOLUTION OF BEEF. IT'S WHAT'S FOR DINNER.

Beef. It's What's For Dinner. unveiled the next iteration of its successful consumer-directed advertising with the launch of four new campaigns, utilizing a robust array of proven, efficient advertising platforms such as Google Search, YouTube, Spotify, Sirius XM, Facebook/Instagram, Nativo and Connected TV. Through additional advertising media buys, more than 30 state beef councils also contributed funds to further extend the campaigns in their states and other regions.



**RESULTS:** This effort allowed the Checkoff to drive more than 127 million video ad views, 46 million audio/radio ad listens, 10.1 million Beef. It's What's For Dinner. website visits and more.

## BEEF IN THE EARLY YEARS

Unlike other Beef. It's What's For Dinner. campaigns, the "Early Years" campaign messaging focused on educating a niche audience: expectant parents and new parents of infants and toddlers and the folks to whom they look for advice. Two advertising platforms, WebMD.com and Nativo native advertising, were highly effective at delivering this new messaging to a highly targeted audience. WebMD was able to reach our campaign's target audience while they were looking for relevant parenting information on a trusted site. Similarly, Nativo native advertising provided a way for "Early Years" ads and articles to fit in within well-known sites, increasing perceived trustworthiness of the messaging.

**RESULTS:** The "Early Years" campaign generated more than 15 million video views, and nearly 40,000 users clicked on the articles in WebMD and Nativo.

## SATELLITE MEDIA TOURS BRING BEEF TO CONSUMERS



An opportunity to partner with the Produce for Better Health Foundation (PBH) resulted in a Satellite Media Tour (SMT) and Facebook Live beef cook-along, inspiring individuals to "beef up" their real beef burgers with fruits and vegetables.

**RESULTS:** The cook-along performed more than two times better than other PBH Facebook posts, generating nearly twice the reactions and five times more comments. The social media promotions performed exceptionally well on Facebook, Instagram and Twitter, generating more than 634,000 impressions, well above the 100,000 typically seen for similar promotions.

The SMT reached nearly 29.5 million individuals throughout the country across TV, radio and web placements.

## RETAIL PARTNERS DURING SUMMER GRILLING SEASON

This Checkoff program worked with four major national retailers to support online retail beef sales for the 2021 summer grilling season by exposing them to inspirational beef messaging and imagery at the digital point-of-purchase using the Beef. It's What's for Dinner. brand. The Checkoff worked with these retailers to strategically target message placement to those who are already shopping for beef and to those shopping for other proteins and complimentary products, like hamburger buns or condiments. Those partners included Walmart, Target, Kroger and Sam's Club.



**RESULTS:** The Sam's Club Partnership was able to achieve more than four million impressions, more than 1.5 million in incremental sales and a return on ad spend of \$34.36. Thirteen percent of ad-exposed buyers were new to the beef category.

## THE WORLD WANTS U.S. BEEF

U.S. beef exports have been outstanding through the second half of 2021, especially considering the COVID-related challenges still impacting global foodservice, general economic headwinds, as well as persistent obstacles in shipping and logistics. At the same time, retail demand continues to be tremendous, and international buyers in all channels remain committed to the quality and consistency delivered by U.S. beef. The U.S. industry has also gone to great lengths to keep product moving.

**RESULTS:** U.S. beef exports soared to another new value record in August, topping the \$1 billion mark for the first time. August beef exports totaled 132,577 metric tons (mt), up 21 percent from a year ago and the second largest volume this year, while export value climbed 55 percent to \$1.04 billion. From January through August, beef exports increased 18 percent from a year ago to 955,407 mt, with value up 34 percent to \$6.62 billion. Exports were also six percent higher in volume and up 20 percent in value compared to the record pace established in 2018. Through August, exports accounted for 15 percent of total beef production (up from 13.3 percent) and 12.8 percent for muscle cuts (up from 11.1 percent). Through August, export value was \$381.91 per head, up 28 percent.

## A GROWING LIST OF PARTNERS

In FY21, expansion of its collaborative efforts with more state beef councils included Washington, New York, Oklahoma and Colorado. These growing relationships increased the reach and impact of these educational efforts. Partnerships continued to strengthen the NextGenScience team at WestEd, the team responsible for overseeing state-level implementation of the Next Generation Science Standards (NGSS). At the university level, a network of guest speakers, reviewers and collaborators also grew in 2021. Delivery of the professional learning experiences outlined in the FY21 Authorization Request continued, as did connection with several universities including Cornell University, University of Tennessee-Martin, University of California-Davis, University of Nebraska-Lincoln, California State University-Chico and the University of Florida.



**RESULTS** Through outreach and partnerships, key areas for expansion have been identified, as have connections to State Departments of Education.

*The Checkoff program above is conducted by the American Farm Bureau Federation. It works to build the community of educational influencers and teachers using beef-science curriculum materials — especially those middle and high school teachers in densely populated communities where exposure to beef cattle production is limited.*

OBC invests in the Federation of State Beef Councils to enhance national Checkoff and leverage producer dollars through a coordinated partnership in keeping with a long history of pooling Beef Checkoff dollars from state beef council to promote beef “where the consumers are.” You can find the Federations FY21 report at <https://bit.ly/3CuQTiz>.

The OBC invests directly in programs to promote US beef through the US Meat Export Federation. You can find the USEMF FY21 report at <https://bit.ly/3tEFado>.

You can find the full  
Cattlemen’s Beef Board Annual  
report for 2021 at  
<https://bit.ly/3MFcvO8>



Funded by the Beef Checkoff.

## Cattlemen’s Beef Board Fiscal Year 2021 Expenditures

Promotion .....	\$8,641,332
Research .....	\$8,838,176
Consumer Information .....	\$8,160,511
Industry Information .....	\$3,138,923
Foreign Marketing.....	\$8,479,193
Checkoff Communications.....	\$171,679
Producer Communications .....	\$1,568,937
Program Evaluation .....	\$263,087
Program Development.....	\$316,474
USDA Oversight * .....	\$695,634
Administration.....	\$1,502,147
<b>TOTAL EXPENSES.....</b>	<b>\$41,776,093</b>

Unaudited numbers

\*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen’s Beef Board to USDA for oversight fees during the year. The remaining \$96,634 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.

beef industry led the OBC to continue its successful partnership with Oklahoma FFA through the integration of the Masters of Beef Advocacy (MBA) program into the classroom. More than 700 students across the state received their MBA in 2021 which means Oklahoma is still in the #1 slot in the nation for MBA graduates.

**One Sample at a Time** – Through eight consumer events, the OBC provided beef recipes, information and sampling to Oklahoma consumers including the Oklahoma City Home and Garden Show, the Oklahoma Memorial Marathon Expo and the Oklahoma City State Fair. The OBC distributed samples and recipe brochures at all events and hosted 64 beef demonstrations at the Oklahoma State Fair with 2,000 attendees.

**Beef in the Early Years** – Highlighting the role beef can play in the diets of infants and toddlers consistent with guidance provided by the USDA Dietary Guidelines for America, the Oklahoma, Texas and Kansas Beef Councils hosted a webinar with



230 health and nutrition professionals. As a result of the program, 80% of respondents said they were very confident in recommending beef as a first food. According to one participant, “Beef was not a food that I would generally recommend at such a young age, however with the rise in anemia in children of that age group, I will now.”

**International** – In 2021, the OBC funded promotions in Japan and South Korea resulting in 1.45 million pounds of US beef sales. Additionally, OBC funded educational seminars in China and South Africa.

## FY 21 Revenues and Expenditures

### Revenue:

Total Collections .....	\$4,380,575
Cattlemen’s Beef Board.....	-\$1,864,751
State of Origin.....	-\$651,073
Oklahoma \$.50.....	\$1,864,751

### Expenditures:

National program investment.....	\$400,046
International program investment.....	\$275,249
Okla. promotion and consumer information.....	\$627,203
Okla. producer communications.....	\$185,399
Okla. industry information.....	\$222,376
Okla. research.....	\$42,657
Okla. compliance.....	\$107,782
General and administration expenses* .....	\$99,365

\*Includes \$6,562.67 in FY 2021 for USDA Oversight. More information on national and international Beef Checkoff programs can be found at [oklabeef.org/cattlemens-corner](http://oklabeef.org/cattlemens-corner).

## OBC Board Members

Chairman - Becca McMillian, Ardmore, OK  
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### Ex-officio - Cattlemen’s Beef Board:

Cheryl DeVuyst, Stillwater, OK  
 Jason Hitch, Guymon, OK  
 Jean Lam, Pauls Valley, OK  
 Angie Meyer, Okarche, OK  
 Jimmy Taylor, Cheyenne, OK

### Ex-officio - Federation of State Beef Councils:

Clay Burtrum, Stillwater, OK



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