

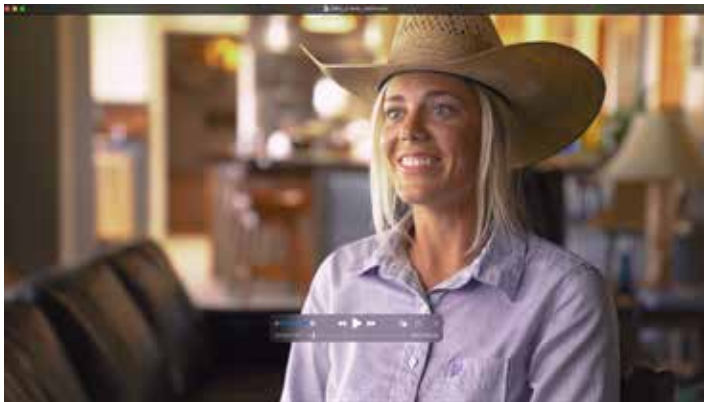
Oklahoma Beef Council Annual Report 2022

A high priority for the 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. Producers can find a full program and financial report at oklabeef.org/cattlemens-corner/oklahoma-beef-checkoff-news. While you're on the Cattlemen's Corner page, sign up to receive monthly updates.

OSU Athletes Build Their Base with Beef

The Oklahoma Beef Council, funded by the Beef Checkoff, had the exciting opportunity to educate members of the Oklahoma State University football team about the benefits of beef in a healthy diet. Through the *Build Your Base with Beef* program the student athletes learned the benefits of high-quality protein in an active lifestyle.

Animal Care Videos from Oklahoma Ranches



The Oklahoma Beef Council released a series of videos highlighting how Oklahoma beef farmers and ranchers care for their cattle. These videos were a part of a digital advertising campaign targeting consumers who have questions about animal care and beef sustainability. Consumer research shows that consumers associate beef sustainability with animal care.

In FY 22, the videos received 109,908 million views on OBC social media channels. To view the long-form versions of the videos, visit oklabeef.org/animalcare.

National Ag Literacy Tour Visits Oklahoma

Urban educators from around the nation traveled to Oklahoma where they learned the principles of STEM (Science, Technology, Engineering, and Math) through the "On The Farm" experience.

Pioneered by the American Farm Bureau Foundation for Agriculture (AFBFA), contractor to the Beef Checkoff, the

On The Farm STEM experience offers a first-hand look at beef production. It brings educators together with ranchers, researchers and veterinarians to see how they apply STEM concepts in the beef industry every day. The program's goal is to increase participants' agricultural knowledge and encourage them to better connect STEM with agriculture in their classrooms and curriculum.

Oklahoma was the destination for AFBFA's tour and 28 educators from across the US visited our state. The Oklahoma Beef Council helped plan the tour, hosted stops at two beef ranches, a beef cooking demonstration and shared the value of beef in a healthy diet.

OBC Supported E-Commerce Programs Drive \$31 Million in Beef Sales

The Oklahoma Beef Council helped fund three national e-commerce promotions. These promotions encouraged customers to purchase beef during the holidays (December 2021), for summer grilling (June & July 2022) and for back-to-school meals (August-Sept 2022).

Each campaign focused on reaching consumers using the retailer's digital app and websites to purchase groceries and encouraged them to purchase beef.

The holiday campaign drove \$8.7 million incremental beef sales with a \$41.72 return for every checkoff dollar invested. The summer grilling campaign drove \$11.2 million in incremental beef sales with a return of \$27.45. The back to school campaign drove nearly \$11.6M in incremental beef sales with a \$49.08 return. That equals a total of \$31 million in incremental beef sales through these three promotions!

Social Media Star Brings 7.5 Million Views

For the first time, OBC engaged an Oklahoma social media influencer in a partnership to promote beef. Gatlin Didier created and shared five videos about beef and amassed 7.5 million engagements with those videos! Those engagements included likes, shares, comments and 6.9 million video views. This is an effective way for OBC to reach consumers beyond our social media platform in a fun and engaging way.

Health Professionals Learn Value of Beef in the Early Years.

The OBC has been working to raise awareness with key health professionals about the role beef can play in a healthy diet for infants and toddlers, specifically the Dietary Guidelines for Americans recommend starting infants and toddlers on solid foods like beef starting at six months of age with physician approval. The OBC sponsored Keli Hawthorne, a pediatric nutrition researcher at University of Texas Medical Center who spoke on the importance of meeting nutrition needs in early childhood and practical tips for doing so at the Oklahoma Academy of Nutrition and Dietetics and the Oklahoma Academy of Family Physicians conference. The message about beef in the early years reached nearly 350 health professionals this year.

5 million video views on YouTube

The digital services department at National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, employs experts in consumer targeting and maximizing ad dollars. OBC works with them to extend the reach of nationally-created ads and also serve OBC-created videos to a large, targeted audience. These efforts resulted in 5 million inspirational and educational beef video views in Oklahoma! Video ads online are like a television ad but narrowly targeted and, bonus, OBC doesn’t pay for the ad until someone watches it. The cost of this advertising averaged \$.01 per view.



Beef Around the World

OBC invests in the United States Meat Export Federation, a contractor to the Beef Checkoff. The beef export market adds more than \$450 per head to the price of fed cattle. So, keeping those markets flowing with US beef is important. In 2022, OBC invested in promotions that help drive almost 5.8 million pounds of US beef sales in Japan and South Korea. OBC, through USMEF, also invested in education events in China and Africa. Last year, USMEF promotions drove nearly \$12 billion in global beef sales.

FY 22 Revenues and Expenditures

Revenue:

Total Collections	\$4,625,289
Cattlemen’s Beef Board.....	-\$1,929,899
State of Origin.....	-\$765,495
Oklahoma \$.50.....	\$1,929,895

Expenditures:

National program investment.....	\$407,307
International program investment.....	\$249,711
Okla. promotion and consumer information	\$548,002
Okla. producer communications.....	\$215,930
Okla. industry information.....	\$210,842
Okla. research.....	\$67,808
Okla. compliance.....	\$104,436
General and administration expenses*	\$99,502

*Includes \$4,333 in FY 2022 for USDA Oversight.

More information on national and international Beef Checkoff programs can be found at oklabeef.org/cattlemens-corner.

OBC Board Members

- Chairman - Monte Tucker, Sweetwater, OK
- Vice-Chairman - Melody Varner, Bristow, OK
- Secretary-Treasurer - Leann Robison, Cushing, OK

Directors:

- Russell Boles - Watson, OK
- Nikki Callison - Fittstown, OK
- Chuck Coffey - Springer, OK
- Jordan Davis-Cook - Cordell, OK
- Jess Kane - Bartlesville, OK
- Brett Morris - Ninnekah, OK

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



oklabeef.org | 405-840-3777



Sign Up for monthly updates from OBC at oklabeef.org/cattlemens-corner