

# OKLAHOMA BEEF COUNCIL

3140 W. Britton Rd., Suite B, Oklahoma City, OK 73120 ■ 405-840-3777 ■ [oklabeef.org](http://oklabeef.org)

## OSU ATHLETES BUILD THEIR BASE WITH BEEF

The Oklahoma Beef Council (OBC), 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.

Sheri Glazier, MS, RDN/LD, OBC nutrition consultant, taught the students how to use modular meal planning to make sure each meal contains maximum nutrition. Modular meals pair a protein with fruits or vegetables and high-fiber carbohydrate. Glazier also instructed the athletes on the nutritional benefits of beef for providing optimal protein, iron and zinc.

"Build Your Base is a fantastic program for any entity looking to level up their resources within the world of sports nutrition," said Lauren Abbott, MS, RD/LD, OSU sports dietitian. "Regardless of program size, they are a fantastic option for presentations, cooking demonstrations and information in an easy to understand and digest format. Thank you from OSU Sports Nutrition for helping spread knowledge and passion about fueling for sports!"

Abbott will continue to use the Build Your Base program with OSU's football team and other student athletes throughout the year. ■



## OBC CELEBRATES 23 YEARS OF BEEFING UP THE BLOOD SUPPLY

For the past 23 years, on the days leading up to Labor Day weekend, the Oklahoma Beef Council and the Oklahoma Blood Institute (OBI) have handed out all-beef hotdogs and Bedlam-football-themed t-shirts to anyone willing to donate blood.

The timeframe of this event is key because the number of blood donations goes down over the summer months but the need for blood transfusions goes up due to increased travel and outdoor activity.

"Although we have fun with this event, saving the lives of our family, friends and neighbors is a serious matter," said Dr. John Armitage, president and CEO of Oklahoma Blood Institute. "We are grateful for Oklahoma Beef Council for helping us to encourage donors to take time before Labor Day Weekend to help us prepare for any emergency that may occur."

In the 23 years of this event, OBI estimates that more than 35,000 lives have been saved. ■



To sign-up for monthly e-updates from the Oklahoma Beef Council, please visit [OklaBeef.org/Cattlemens-Corner](http://OklaBeef.org/Cattlemens-Corner).



## SUMMER BEEF PROMOS SIZZLED

Summer is a key season for promoting beef. National Beef Burger Day on May 28 and Memorial Day weekend were the official kickoff to grilling season and the summer sizzle gets hotter from there.

The Oklahoma Beef Council (OBC) promoted beef on the grill in several ways. OBC's followers on Facebook and Instagram showed off their best beef burger for Beef Burger Day, new beef grilling recipe videos rolled out, Tony Romo's playbook guided consumers on what cuts to grill and a digital promotion with Sam's Club drove beef sales.

At the time of this writing, most of these campaigns are still active so final results will be reported later in the fall. ■

## OBC AND FFA CELEBRATE 10 YEARS OF MASTERS OF BEEF ADVOCACY PARTNERSHIP

The Oklahoma Beef Council and Oklahoma FFA have worked together for the past ten years to teach the Masters of Beef Advocacy (MBA) program in classrooms across the state. This partnership has resulted in 6,000 Oklahoma students learning about the beef industry from pasture to plate.

The MBA program gives students who are well-versed in beef production the tools to share about the beef industry effectively with consumers. It also gives students unfamiliar with agriculture an inside look into beef production, beef sustainability and beef nutrition. This latter reason is why Scott Stevens, ag instructor at Mustang High School, continues to implement the program.

"Many kids in my program live in a suburban area and many are removed three to four generations from agriculture," Stevens said. "We want to show them where their food comes from and why producers do the things they do. These students have been especially interested to see how ranchers go the extra mile to care for their cattle."

The partnership has evolved over the years. In its current form, all ag teachers who present the program in their classroom are entered into a drawing. The prizes range from \$100 to \$500. ■

## NEW VIDEOS HIGHLIGHT CATTLE CARE



The Oklahoma Beef Council released a series of videos featuring how Oklahoma beef farmers and ranchers care for their cattle. These videos were part of a digital advertising campaign targeting consumers who have questions about beef's sustainability.

Consumer research shows that consumers increasingly put animal care under the umbrella of sustainability. To fill this knowledge-gap, OBC made it a priority to film content that showed animal care on Oklahoma ranches.

The Hanson/Redgate family from Waynoka, Oklahoma, and Tom Fanning, manager of Buffalo Feeders, were featured in the first two videos. A third video is in production.

You can go to [oklabeef.org/animalcare](http://oklabeef.org/animalcare) to see the videos.

In addition to the long-form videos, there are :15 clips that will be used as digital video ads targeting consumers and sending them to view the longer form videos. ■



## OBC VIDEO ADS REACH 3.2 MILLION CONSUMERS

Each year the Oklahoma Beef Council works with the National Cattlemen's Beef Association (NCBA) on a digital campaign showing beef recipes and information about how beef is raised to millions of consumers.

From November 1, 2021 to June 1, 2022, these video ads have been viewed more than 3.2 million times.

The content of these videos come from OBC and NCBA. The campaign is targeted at consumers who are searching for food, recipe, nutrition and sustainability information. The cost per view of these ads is \$.02 or less. The budget is used only when someone views at least 30 seconds of the ad or the entire ad if it's shorter than 30 seconds. ■

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