



# Oklahoma Beef Council Annual Report 2023

## **OBC Supports Beef. It's What's For Dinner. 300 at Daytona**

This was the third and final year for the *Beef. It's What's for Dinner. 300* race at Daytona International Speedway. The Oklahoma Beef Council (OBC) supported the effort with onsite activation and, with eight other State Beef Councils also participating, provided funding for the FoxSports1 (FS1) package, which included four beef television commercials. FS1 viewership of the race was up 14 percent at 1.69M views – the highest-rated Xfinity series race on cable in over three years. It was a grilling, thrilling success!



## **New Beef Directory Created for Direct Sales**

To assist Oklahoma beef farmers and ranchers who sell directly to consumers, the OBC created the online Oklahoma Beef Directory. The directory lives on the OBC website, [oklabeef.org](http://oklabeef.org) and is promoted on OBC's social media channels to over 13,000 fans and followers. For producers who would like to join it, please visit [www.oklabeef.org](http://www.oklabeef.org).

## **Sharing Nutrition Science with the Experts**

In 2023, the OBC sponsored national speakers for conferences hosted by the Oklahoma Academy of Nutrition and Dietetics, the Oklahoma Osteopathic Association, and the Oklahoma Academy of Family Physicians. The responses to the speakers were overwhelmingly positive as they shared science-based information on a variety of health topics with a positive nutritional message for beef. The topics included: Anti-Inflammatory Diets: What's Research & What's Fake News, Importance of Meeting Nutritional Needs in Early Childhood: Practical Tips for Successful Complementary Feeding, and Nourishing for Strength & Resilience: What Healthcare Professionals Need to Know about Sustainable Nutrition.

## **Grazing Grain in Oklahoma**

OBC, in partnership with the Oklahoma Wheat Commission, created a video series showing consumers the unique and sustainable relationship between the cattle and wheat industries. It is a wonderful story of sustainability to share how farmers and ranchers raise beef and wheat on the same land in Oklahoma, producing a high-quality protein in beef and whole grains in wheat. If you would like to learn more about this partnership, visit [oklabeef.org](http://oklabeef.org).



## **OBC Recipe Videos Reach Consumers 1 Million+ Times**

Beef Checkoff-funded market research shows that beef recipes are a key need for Oklahoma consumers. With this in mind, the OBC created 22 tasty and easy beef recipe videos, reaching consumers more than one million times on social media.

## **Putting Beef in Online Shopping Carts**

OBC invested in two e-commerce opportunities with major U.S. retailers during the holidays and the summer grilling season in FY2023. As a result of this investment, the OBC was able to drive \$2.62 million in trackable beef sales in Oklahoma. For every dollar invested in the promotion in Oklahoma, the return on ad spend was \$150 in beef sales.





## New Health Influencer Group Learns about Beef

While the OBC has worked with the OU, UCO and OSU dietetic intern programs for many years, hosting seminars and ranch tours, it was exciting to add a new group in 2023, the Keith and Associations Distance Dietitian Internship (KADDI). Through this partnership, 40 dietetic interns from across the U.S. had the opportunity to participate in a ranch tour and seminar where they learned about beef nutrition and cattle care.



## Nutrition Adventure

Nutrition Adventure aims to clear beef industry misconceptions, connect dietitians with producers and provide applicable science and skills to dietitians nationwide. The Kansas, Nebraska, Oklahoma and Missouri State Beef Councils co-hosted this three-day Beef Checkoff-funded program in May.

Dietitians from California to New York, Florida to Nebraska came to Kansas City for programming centered on beef nutrition, production, food inclusivity and food styling. Attendees were diverse in their specialties, ranging from university dining services to social media influencers.

## Nine Million Video Views in 2023

In 2023, the OBC funded Connected TV and YouTube advertising in Oklahoma and provided additional support in key U.S. population centers during the summer grilling period. The primary message of the advertising focused on the national *Beef. It's What's For Dinner.* campaign with the theme, "Together. We Bring More." As a result of this funding effort, OBC helped achieve more than nine million video views in Oklahoma and the U.S., meaning consumers saw *Beef. It's What's For Dinner.* video ads more than nine million times due to OBC investments and national partnership. The cost per view was approximately \$.03.

## International Promotions for U.S. Beef

In 2023, the OBC invested in promotions and education programs for U.S. beef in Japan, South Korea, Mexico and Africa through a partnership with the US Meat Export Federation. For example, the OBC provided funding support for beef demonstrations in 835 retail outlets in Japan, which was a part of helping to drive more than seven million pounds of U.S. beef sales in Japan.

## FY23 Revenues and Expenditures

### Revenue:

Total Collections .....	\$4,193,308
Cattlemen's Beef Board.....	-\$1,743,966
State of Origin.....	-\$705,372
Oklahoma \$.50 .....	\$1,743,970

### Expenditures:

National program investment.....	\$374,563
International program investment.....	\$203,191
Okla. promotion and consumer information .....	\$404,954
Okla. producer communications.....	\$196,146
Okla. industry information.....	\$162,146
Okla. research.....	\$42,853
Okla. compliance.....	\$115,777
General and administration expenses* .....	\$91,536

\*Includes \$6,702 in FY 2023 for USDA oversight.

### Learn More:

To review Beef Checkoff annual reports, please visit [oklabeeff.org/cattlemens-corner/annual-reports](http://oklabeeff.org/cattlemens-corner/annual-reports).

## FY 2023 Board Members

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