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2020 Brand Renewal Now Quick and Easy

OKLAHOMA CITY, OKLA., Jan. 8, 2020 – In the State of Oklahoma, brand registrations occur every five years (years ending in '0' and '5'). The 2020 Brand Renewal process is now underway. Brand owners will be given until April 30, 2020 to renew their brand.

Brand owners will be notified by email and mail prior to the closing of the five-year registration period. The first round of mailed notices will be sent Feb. 1. The brand registration fee is \$40.

"We are excited to share that we've recently implemented a new brand database that can be accessed online," said Cassie Danielson, State Brand Registrar. "Brand owners can renew their brand online without receiving an electronic or hard copy notification and many have already done so."

To renew your brand, visit okcattlemen.org and click on the Brand Registration and Renewal tab. If you need to update your contact information, please email brands@okcattlemen.org.

"The new database is easy to navigate and provides the opportunity for brand owners to renew and provide payment instantly," said Danielson. "We're encouraging folks to check out the new online system, but want to assure those who are not comfortable renewing on the web that brand owners will get hard copy notices in the mail and they will be given until April 30 to renew."

Brand registration is voluntary and is not required by law in the state of Oklahoma. All brands approved by the Oklahoma Cattlemen's Association will appear in the next brand book printed. The Oklahoma Cattlemen's Association houses and serves as the State Brand Registrar. However, OCA membership and brand registration are separate.

The OCA is the trusted voice of the Oklahoma Cattle Industry. OCA is the only voice that speaks solely for the cattlemen of Oklahoma and represents beef producers in all 77 counties across the state. The OCA officers, board of directors and membership encourages you to join us in our advocacy efforts to ensure less government intervention, lower taxes and a better bottom line. For more information about OCA membership, the theft reward program or activities call 405-235-4391 or visit www.okcattlemen.org.

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