

## NEWS RELEASE

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# Oklahoma Cattlemen's Association to Consider an Oklahoma Beef Label

OKLAHOMA CITY, OK. May 8, 2019 – Last week, members of the Oklahoma Cattlemen's Association Board of Director's approved a task force to consider the creation of a voluntary Oklahoma beef label. The idea was approved last week during the Spring OCA Board of Director's meeting held at Heritage Place in Oklahoma City.

"The task force will be commissioned with considering all the logistics of a beef label specific to Oklahoma. They will address processing, verification, participation requirements, label distribution and many other issues," explained Mike Weeks, OCA Vice President. "The concept of an Oklahoma beef label is exciting, however, the process to create one and then promote it is very detailed. Several states have tried labeling programs without much success so we know the road will not be easy."

The task force will meet throughout the summer and provide updates to the OCA Executive Committee. The task force will provide an update to the OCA Board of Directors and Membership during the 67<sup>th</sup> Annual OCA Convention and Trade Show scheduled for July 19 & 20, 2019.

The Oklahoma Cattlemen's Association Board of Directors meets quarterly to discuss issues important to Oklahoma beef cattle farmers and ranchers.

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](http://www.okcattlemen.org).

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