

**NEWS RELEASE**  
**Contact: Chancey Hanson**  
**405.235.4391 or [chanson@okcattlemen.org](mailto:chanson@okcattlemen.org)**

# **AgBoost Helps Beef Consumers and Beef Producers Connect**

OKLAHOMA CITY, Okla., June 16, 2020 – Beef prices and stocking shortages from the Covid-19 pandemic have consumers have been asking how they can support local, and buy beef directly from ranchers. The Oklahoma Cattlemen’s Association (OCA) partnered with AgBoost to build a powerful resource to meet this skyrocketing demand. This powerful application, a product of AgBoost’s synergistic partnership with the Oklahoma Cattlemen’s Association, connects buyers to sellers by enabling individual member ranches the ability to list product, speak to consumers, and sell beef directly to the public.

“We are grateful for our partnership with AgBoost and appreciate their willingness to house the OCA Member Beef Direct Sales database which will make it easier for beef consumers to locate our members selling beef direct,” said Mike Weeks, OCA President. “The new searchable list is a win for the consumer, the beef producer, and for AgBoost when producers take advantage of this cutting-edge app.”

The new AgBoost Marketplace will allow ranchers the ability to market live animals along with the data that has been collected on those animals to interested buyers. Product and service providers may also list and sell products to potential customers.

“We would like to provide an interactive and efficient way for our users to easily look up, research and initiate contact with providers” said Mark Tague, VP of Sales and Marketing for AgBoost. “By allowing users a simple, interactive platform, we hope to continue expanding our marketplace by providing the best user experience.”

As part of AgBoost’s recent update to the application, the herd management feature in the application is now free to all users.

“Our goal is to provide our users access to technology for the benefit of their individual operations. We believe by giving producers the ability to advertise their animals, genetics, products, and services online, we believe we can offer them a competitive advantage,” said Sean Akadiri, AgBoost Founder.

To create your free herd management account, search the OCA Beef Direct Marketing List and learn more about AgBoost, visit [www.ag-boost.com](http://www.ag-boost.com).

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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