

## NEWS RELEASE

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# Sydnee Gerken Joins Oklahoma Cattlemen's Association Staff Team to Lead Oklahoma Prairie Beef Solutions

OKLAHOMA CITY, OK. Jan. 6, 2021 – Oklahoma Cattlemen's Association (OCA) is pleased to announce the addition of Sydnee Gerken to the staff team in Oklahoma City. Sydnee will serve as the Director of Operations for Oklahoma Prairie Beef Solutions, an entity of the OCA.

Oklahoma Prairie Beef Solutions (OPBS) was created for the Oklahoma cattle producer by Oklahoma cattle producers with the purpose to reward a premium to cattlemen and women who choose to sell their cull cows into this program. The ground beef product will be sold in Oklahoma retail stores around the state.

"We are excited to have Sydnee on board to lead the efforts of Oklahoma Prairie Beef Solutions," said Michael Kelsey, OCA Executive Vice President. "Sydnee's leadership experience, passion for the beef industry and tremendous work ethic is just what this new strategy needs to move forward."

Sydnee graduated from Oklahoma State University this past December. She grew up on her family's Angus cattle ranch near Cashion, Okla. She is the co-owner and operator of G3 Livestock Enterprises in partnership with her sisters. Sydnee's knowledge of livestock and work ethic are evident by the honors and positions she has earned during her college years. A few of these include Oklahoma State University 2020 World Champion Horse Judging Team and 2019 National Champion Livestock Judging Team. Sydnee served as Chairman of the National Junior Angus Association Board of Directors in 2018-19 and as President of the Oklahoma Junior Cattlemen's Association Board of Directors in 2015-2016.

"Oklahoma Prairie Beef Solutions, led by a dedicated board of managers and fully endorsed by the OCA Board of Directors, is set to move forward with providing OCA members and Oklahoma beef consumers a direct relationship through retail ground beef marketing. We have an aggressive strategy to be fully operational by the summer grilling season of 2021," said Kelsey.

Gerken views this opportunity as a way to give back.

"Growing up in this community has given me so many opportunities," said Gerken. "I am excited now to give back some of those opportunities. As a young cattle producer, I have always admired the dedicated

work of the OCA staff. Being able to work for Oklahoma cattlemen and women to proudly feature our “home” grown beef, is a dream come true.”

According to Gerken Oklahoma Prairie Beef Solutions allows Oklahoma cattle producers to showcase their product proudly.

“In a time where the consumer is more curious than ever where their food comes from, it opens many doors to connect on a more personal level and inform the public about the world's best protein. My hope is to help our consumers feel great about the safe, wholesome, nutritious and (best of all) HOME grown ground beef they are bringing home to their families,” Gerken said.

OBBS is an entity of the OCA with a mission provide value added marketing opportunities to Oklahoma cattlemen and women. The vision is for Consumers and retailers to recognize an added value to an Oklahoma beef product that benefits the producer, retailer and consumer while increasing overall beef demand.

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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