

NEWS RELEASE

Contact: Chancey Hanson

405.235.4391 or chanson@okcattlemen.org

Oklahoma Prairie Beef Solutions on a mission to add value to cull cows - Learn more on March 23

OKLAHOMA CITY, OK. March 11, 2021 – Cattlemen are encouraged to attend an informational webinar hosted by the Oklahoma Cattlemen’s Association (OCA) on Tuesday, March 23 at 7 p.m. The webinar will provide information about the newly formed entity, Oklahoma Prairie Beef Solutions.

“Oklahoma Prairie Beef Solutions (OPBS) was created for the Oklahoma cattle producer by Oklahoma cattle producers,” said Sydnee Gerken, OPBS Director of Operations. “In a time where prices and marketing are tough, we came together to find a solution. With an idea in mind of adding value to the cull cow market, Oklahoma Prairie Beef Solutions, LLC entity of the Oklahoma Cattlemen’s Association was born.”

The purpose of OPBS is to reward a premium to cattlemen and women who choose to sell their cull cows into this program. The upcoming webinar will provide information regarding the specifications to participate and the enrollment process for cattlemen. Webinar panelists will include Sydnee Gerken, OPBS Director of Operations; Weston Givens, OPBS Board Member; and Michael Kelsey, Executive Vice President of the OCA. The webinar is free; however, registration is required. Register at okcattlemen.org/webinars.

According to Gerken, OPBS, led by a dedicated board of managers, is set to move forward with providing OCA members and Oklahoma beef consumers a direct relationship through retail ground beef marketing. OPBS has an aggressive strategy to be fully operational by the summer grilling season of 2021. The ground beef product will be sold in Oklahoma retail stores around the state.

“This program is an opportunity to share the unique story of our beef cattle producers while adding value to our animals. In a time where the consumer is more curious than ever about how and where their food comes from, it opens doors to connect on a more personal level,” Gerken said. “My hope is that the OPBS beef label will boost consumer confidence in the safe, wholesome, nutritious and (best of all) HOME grown ground beef they are bringing home to their families.”

OPBS is an entity of the OCA with a mission to provide value added marketing opportunities to Oklahoma cattlemen and women. 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.

###