

Bryan Schaaf:

Back here on the Meat Speak Podcast powered by the Certified Angus Beef brand. Bryan Schaaf here with me joining us in the studio it's not chef Tony, it's actually our resident, I don't know if barbecue aficionado is what you like. I mean, do you like being called a barbecue enthusiast? I mean, you're enthusiastic about barbecue.

Michael Ollier:

I mean, looking at me jumping up and down that's excitement.

Bryan Schaaf:

That is excitement, you can hear it in his voice even right? Chef Michael Ollier the gentleman who if you have listened to other podcasts he is certainly our go to anytime we want to talk about a subject that is very near and dear to my heart, lots of people I know hearts, the world of barbecue. And specifically what we're going to talk about is a group of individuals who have taken some of the best things that humanity has to offer barbecue and service and really put them together. We're talking of course about the gentleman from Operation BBQ Relief who we're going to hear from in a little bit Mr. Stan Hays, Mr. J Collins. Chef, you have had a lot of interactions with these guys over the years can you talk and tell us about your perspective on OBR and how they came really for you to know them, them to know you and how you've interacted.

Michael Ollier:

It'd be my pleasure. These guys are amazing as you're about to hear. You're going to hear Stan Hays and Jay Collins talk about their involvement and how Operation BBQ Relief got started. Our brand got started with them I'm going to guess about five or six years ago. As I got more involved with really cultivating the barbecue community and working in step with them more intentionally as a brand. I would interact with these guys from Operation BBQ Relief and it seemed to at every event, at every turn we'd be bumping into someone from Operation BBQ Relief. And it was at first Stan Hays who's the point person and one of the founders who really set the tone for Operation BBQ Relief in my mind but they were present at seemingly every barbecue event that I was part of.

Michael Ollier:

And when you learn the story, when you start to dive deeper into their mission and you realize that where they come from and where their heart compels them to go, you think what can we do as a brand to be lockstep in with these guys? So it's been intentional that we cross paths but it's been intentional of late, like we finally have found something that we can work together in because it speaks to where we work in education and it speaks to them in serving the community on a more daily basis. You get to hear more about that from these guys.

Bryan Schaaf:

We're going to change gears and bring on Mr. Stan Hays, founder of Operation BBQ and Jay Collins and they're going to talk about some of the good works that they have been doing, how they were founded, where they're at, and really what the future is of OBR and most importantly, how you can get involved. So stick around, we will back with Stan Hays and Jay Collins after this.

Bryan Schaaf:

Back here on the Meat Speak Podcast powered by the Certified Angus Beef brand. Bryan Schaaf here with me two special guests with an incredible story marrying all things that humanity I think should feel good about one being our military two being barbecue. Joining me here sir guys, it's a pleasure. Mr Stan Hays, Mr. J Collins from Operation BBQ Relief. Guys, welcome to Wooster, Ohio.

Stan Hays:

Hey, thank you very much.

Jay Collins:

Yeah, it's good to be here. Thank you.

Bryan Schaaf:

It's a pleasure to have you. Yesterday I got to sit in on a presentation that you guys gave to the full staff here at Certified Angus Beef and I've been aware of OBR, but I don't know that I shouldn't say, I don't know. I know for a fact that there are so many things that you guys do, that you're involved in that were a complete surprise to me. Can you give us a little bit of a background on where the idea came from, how you got started and how really has it turned into this gigantic movement that is still picking up momentum even today?

Stan Hays:

Yeah, sure. The Genesis of the idea was started back in May of 2011 the morning after the Joplin tornado. And as I tell people and I actually tell my wife this many times that it's her fault because she's the one who really urged me to try to get the barbecue community together to go to Joplin and instead of competing in a parking lot together, let's come together in a parking lot and cook food to help the people. And that's exactly what ended up happening. We hatched a plan and in about a 15 minute phone call between me and Jeff Stith, who is one of the co-founders of our organization but not active in the organization any longer. Jeff and I, he would get he got me into competition barbecue so it was, "Hey, what do you think about doing" And before you finish the sentence, he's like, man, I wish. Yeah, we need help. So this is a great idea.

Stan Hays:

And from there about the third day we were in Joplin we thought we might be there four or five days. Four or 5,000 meals turns into 11 days, 120,000 meals but that third day it was like that aha moment that we had where Will and I are sitting there and Jeff and we are talking to a bunch of people and we realize that there's a huge gap that exists from the time of disaster happens till the time those sustaining organizations that are going to be there for weeks, months, years, helping the community itself can get its feet underneath them. And so we realized that was our opportunity and that was the time that we said, "Hey, you know what? We're going to turn this into a non-profit and we're going to use barbecue to do this."

Stan Hays:

Did we ever think it would be where it is today? I mean, you fast forward eight and a half years and we've served 3,057,000 meals, we've been in 26 States I think it's 64 disasters now and that it's grown like that? No we never... We did 1.2 million meals last year and you look at that, but we did it in 75 days and Will and I had been talking about this for a while going what do we do outside of disaster? I mean we selfishly are engaging our volunteers and doing things for communities, doing things for military,

doing things for first responders. We're not taking credit for it, people really don't know it's happening but we're doing it because we don't want those people to just go away because we spent too much time. And we start thinking about all those things that we're doing and start brainstorming and we ended up meeting Jay.

Stan Hays:

We're doing an event at Fort Bragg, he ends up being a point of contact. We have a six month long job interview that he didn't even know about and as we're going through this we really see this opportunity to take those other 290 days of the year when we're not active in the disaster to use those days to give back to communities and continue showing the brand. As that brand that wants to continue to help communities whether it's during a disaster or outside of a disaster. And from there I'm going to let Jay take over because that's really where all of a sudden we start bringing this brand outside of just the disaster world into the non-disaster world that really I think is pushing the brand further.

Jay Collins:

Yeah, no doubt. And so my background's a little different. I spent 23 years in the military the majority of that either trained to be a Green Beret or as a Green Beret. Stan mentioned that it was a world's longest job interview and I was at a speaking event in Durham, North Carolina and we had a volunteer there who said, "Hey, I love your story, I love your message man, but you got to hear about this thing called Operation BBQ Relief. Now we're out there making a difference, we're touching people's lives one meal at a time." And I was like, "All right man, I love what you're saying let's talk about it." And one thing led to another and that led to Stan and Will and Jolene's folks come down there and feed feeding a few thousand people that worked with me.

Jay Collins:

And we started talking about wow man, this is a great concept I love what you guys do. And then we came back again and we really started grinding it out saying what can we do together? How can we take the power of the one hot meal that matters and its impact on a person, the way that person impacts a family, the way a family impacts a community, a community a state, and so on and so forth and grow that outside the disaster footprint. Eventually those conversations turned into what we call The Always Serving Project which is our non-disaster programs. I retired from the military, it's a young man's game being a Green Beret and my time was done and I was blessed to get to be a part of OBR immediately after retirement.

Jay Collins:

So I came on in December of last year. We really cranked up the non-disaster programs with what we called our Breaking Bread Tour. I'm going to tell a little story here that Stan refutes a little bit, but I'm going to share it anyway. I walked in there after just getting hired and I was like, "Hey I want to do something kind of big when we kicked this thing off. So here's where I wanted to do." I run and bike, I'm a pretty active guy I spent time in the military it seems like a logical thing. I'm also missing my left leg so there's that other talking point. I was like, "Look, I want to take my love of athletics, our love of barbecue and our love of making a difference and I want to run bike and hand cycle from Los Angeles all the way to Tampa, Florida."

Jay Collins:

I'm going to do about 60 miles a day, I want to do it in 50 days and want to feed about 100,000 meals as we do it kind of like Johnny Appleseed, but just with barbecue. And he looks at me, Will look at me, I didn't get kicked out. I thought for sure man they're going to tell me you're crazy get out of here. You're fired bye right?

Stan Hays:

But to their credit they were like-

Jay Collins:

"All right, if you think you can do this go for it." Well we did it.

Stan Hays:

Oh absolutely. The part of the story that he forgets is, I did tell him he was crazy. There's no bones about it but what I said is and the challenge was we've got to do this with a bang. We don't get a second chance to launch a program and so as you start looking at it, what's the best way to do it? And this idea really couldn't figure out a better way than doing it but no bones about it we did think he was crazy because there's not a guy that we know in the barbecue world that would've said, "Hey, I'm going to run bike and hand cycle 60 miles a day." Hey, I'd rather cook a brisket a day for 60 days and eat on each one of them, which would just be... I mean, at the end of the time you'd go a year without even seeing a brisket. But seriously that is something that was so outside of who the culture of barbecue is. And so that was the way we could bring everything together, it was really about expanding our boundaries.

Jay Collins:

Yeah, no doubt. But it was outside the boundaries but it wasn't, it's that community feeling. There's so much that's divisive these days but what is barbecue about? Barbecue is not just about meat and about cooking food, it's about family, it's about togetherness, bringing people together. There's so much that's divisive these days that's why we chose the name the Breaking Bread Tour, it's about reminding folks how much we have in common. Let's sit down, let's break bread and let's do it with barbecue and just bring people in.

Bryan Schaaf:

No, I think you touched on something. It's we've always kind of talked if the whole world were barbecue people, probably the biggest disagreements would be sauce or no sauce or-

Jay Collins:

just rub that rub.

Stan Hays:

Yeah. And when you think about it the term BBQ and the way people look at it not the competition guys, not the people that do it every day but the general public, it is really a lot less about what is being cooked and it is more about family and friends. Because let's face it you don't invite somebody that you don't like over to your house to a barbecue, you don't it's a fact. Barbecue is about celebrating, there's more celebrations that happen around barbecues and backyards than probably any other thing out there. And it's no offense to any other food, any other thing that goes on out there it's just who and what we are. And so bringing that all together is something that we never thought of really. We'd love

to sit there and say that was a grand scheme as we sat there in the parking lot saying, Hey, you know what, it doesn't matter if you know uncle Johnny Burns everything it's still the people that are in the backyard but at the end of the day that's really what it's about.

Bryan Schaaf:

It's one of those things and I hope listeners will take away a couple of big things, but when you look at barbecue people, when you look at military people you're really marrying two folks that really go about their business caring for others, taking care of her, taking care of their fellow man. It's a culture, obviously we're coming from a food background but the barbecue culture itself is so giving and welcoming and I think every time I go to a barbecue function it's like a family reunion. Even people you've never met before. I saw on your slideshow as you were biking and hand cycling across I saw your picture of Brad [Doors 00:13:36] representative of the best kind of people in the world, barbecue and military people are always sacrificing, always doing, doing, doing. Can you talk about I guess what's next? Where are you guys going? I guess can you go a little more into The Always Serving Project. The fact that you guys are doing a lot to not just feed military folk but to teach them as well.

Jay Collins:

That's right. So yeah you hit on some key points there barbecue is always serving military, first responders are always serving. Each of us no matter what we think are always serving somebody, our community, our family, we're all trying to make a difference it's how we unite people. I like to say it's good people working with other good people to do great things together. So the very center point of The Always Serving Project is simple, we focus on first responders and their families, military and veterans and their families and we also focus on those who need a hot meal. So we have some pretty great programs were building up. We talked about the Breaking Bread Tour we are going to do it again and you can make a little plug out there. We're going to go from Margaritaville and Key West on Main this year we're going to do about 75 miles a day because 60 just wasn't quite enough and we're going to feed as many people as we can and bring that love of barbecue and community together.

Jay Collins:

We also have what we call our BBQ Basics program. What this is, is our foray into education. It's about sharing the basics of barbecue just what the name says. We take first responders, military veterans or those who are down their luck and we sit them down and we teach them here's how you select meats, here's what this grill does versus that grill, low and slow, hot and fast and this is what those things mean. How to apply rubs, how to cook a burger, how to cook a steak, how to smoke ribs, how to do brisket, how to just make a meal for your family and community. And then the second day we crank it up with a little bit of competition because everybody loves a little competition even if it's just for some bragging rights. And we do that and then we do a big cook at the end it may be 100, 200 people.

Jay Collins:

In Fort Bragg just a few months ago we fed about 5,000 soldiers and their families and it's that barbecue spirit that we tie together. Next year we're going to do 18 to 22 of those across the nation, starting on the West Coast all the way to the East Coast. It's going to be a pretty amazing footprint.

Bryan Schaaf:

Okay, well, Oh no, go ahead.

Jay Collins:

So after that we're launching what we call our BBQ Basic Junior program now this is one that's near and dear to my heart. As a poor farm kid from Northeastern Montana, we lost our farm because of drought, because of poor economics and I grew up knowing the crop cycle, I knew how food is produced but there's generations of people who just don't get it. The kids don't know what they don't know it, their parents didn't know what they didn't know and their grandparents didn't know what they didn't know. They have low income, low expendable income and the money they do have a lot of them feed their families on unhealthy foods from the gas station, from the grocery store, things that frankly aren't nutritious.

Jay Collins:

They take time we want to show them, Hey look, here's what you can do 25 meals on a simple budget, \$7 or less feed your family and we're going to teach the family unit. Focused on the children the first day to give them these skills in prepping, selecting, figuring out how to do these meals. And the second day we're going to bring the family unit together because that's really how you heal a family is as a group together. We're going to target six of those next year as a proof of concept with 2021 aiming at 18 to 22 of those across the nation with a few other programs as well that we're going to get into in the fight on hunger but this is going to be that step into making a difference for us.

Stan Hays:

Yeah it's really about how can we continue to do this and we want to do it in a pragmatic way. We don't want to throw a bunch of stuff on the wall to see which one sticks. So we did proof of concept this year with BBQ Basic only doing four locations and we have 110 alumni now from that. We have a Facebook group of alumni that's over 75 and that group is sharing now, that group is already going out and doing and that's what it's about. If you can grab some people along the way to start doing things in their community and now you start a movement. And so we take that to the basic Junior and we were doing the same things but as Jay said, we're going to do 25 recipes but we're going to 25 recipes and that concept is going to come from 25 kids. Or probably not 25 kids, but it's going to come from kids our kids the ones that are in our book even.

Stan Hays:

We have a book out there, we have kids that gave us recipes because they want to win contest and so their recipe for that contest is in that book. Well let's take those and let's put those out there. Make sure that they're nutritious. My son has an amazing burger, but you wouldn't put it on there with the amount of sausage and everything else he put on top of it but you can massage those things. And if we can make that change our fight on hunger focus isn't going to change the Backpack Programs of the world, it's not going to change these other things, it's all going to dovetail and work in conjunction with and that's the big thing. Jay's got some amazing ideas and I think you should share the one about the greenhouses because this is the one that I think will probably be 2021 if we can get this going.

Jay Collins:

So that's a projected rollout for that. But we wanted to have something educational as a base level of this because you can't get rid of hunger by throwing food at the problem, you have to educate people it's a generational issue. But the other side of this is people don't know what they don't know and you can't bring everybody to a farm no matter what you do. Some people will never see this crop cycle up close so what we're doing is developing aquaponics greenhouses we can take to schools in inner cities,

low income areas and really just show that crop cycle. It's going to be gifted to the school, no cost, nothing to them and it's going to give them the fresh produce, the fruits, the vegetables, the things that they don't know or don't have access to a lot in the menu.

Jay Collins:

But more importantly, it's going to show them look, this is how little effort it takes to grow fresh vegetables and fruit. You can do it in your home, you can do it in your backyard. It opens up that opportunity of wow, I can do this, my family can do this, our neighbors can do this. There's no reason we can't do this together. It's about educating people with what they don't know that they don't know.

Bryan Schaaf:

Did you ever imagine when all this started and I'm sure I know the answer behind it, but that you guys would be talking about greenhouses and certainly one of the things I love about barbecue is there's not very many vegetables usually. But that it would really take on this thing that it's not just helping people in need because of a disaster, but really it's having this over arching impact on humanity.

Jay Collins:

If you had told me two years ago that I was going to retire from being a Green Beret bouncing around the world deploying doing Green Beret things and work for nonprofits slinging barbecue when people were in need I would have laughed at you. Never in my wildest dreams would I have thought this came together but when I really sat back and I was looking for that right opportunity in retirement, when I distilled my entire career down in the military it's about making a difference. It's a tangible impact in our world and there were a lot of opportunities, a lot of things thrown at me but there was nothing that presented the opportunity to make a difference. What Stan and Will built wasn't just a food organization, it's an organization that makes a difference. We go into communities and give them hope.

Jay Collins:

Everybody should have hope in their lives. That power of that one meal in disaster is unquestionably an important task it makes a difference at that moment in time. Does it solve all the world's issues? No, it doesn't but at that moment in time it's insulating, it's not isolated. It's making a difference for that individual, that family. I knew I needed to be a part of this and I'm so grateful that we took this opportunity and I'm so excited about where OBR is going in the future.

Stan Hays:

From my side it was all about helping people, barbecue just happened to be the tool and the more people that we continued to bring out, the more volunteers we continued to get that's where... People asked me "So where do you get your satisfaction?" That's probably one of the top five questions now that I get after did you ever think or can you believe it was and mine are twofold. Mine is when you hand somebody something as simple as a pulled pork sandwich and there's tears in their eyes and they're thanking you and you know that person's going through so much. They lost their house or their house has been under water for a week and they genuinely are heartfelt because the sandwich that you're giving them.

Stan Hays:

And that sandwich is that love that they're feeling from the people, that makes a difference. But the other side of it is just standing back and watching the community come out to sit there and help with

the pulled pork or help with the vegetables or the whatever's being done or is over there cleaning or doing the worst jobs of cleaning greasy coolers and stuff like that.

Stan Hays:

And they're doing it with a smile and they're loving it and it's like that atmosphere of comradery and everything that's brought together, those things, that's what keeps me going. Knowing that we're building something that's bringing a servant's heart, that's bringing people together for a common good to help somebody when they're maybe at their worst and now being able to do it and bridge that gap from, hey, it's not always a disaster when people are at worst. When that person has to make a decision between putting gas in the car to make it to work or getting a hot not nutritious meal, but at least a hot meal for their family that day that's a big decision that somebody has to make. And someday we'll be able to serve more than those every once in a while.

Stan Hays:

But hopefully the movement out there from people that get inspired by these things help make that change in communities because people shouldn't and especially kids. We can argue about adults, we can talk about all those things all day long but when it comes to kids, a kid should not go hungry. A kid shouldn't be going without something nutritious or hot to eat on a regular basis. It happens from time to time, happens at my own house from time to time. "Hey, you're fending for yourself today." But it's not that they don't have access to it and that's the problem is there's still that access issue.

Jay Collins:

Yeah and so one of the other programs we're looking at, we talk about all the other folks doing great things for this fight on hunger. We've got our educational piece with BBQ Basic, we've got our greenhouse we're going to try to launch in 2021 to gift to schools but you still have kids that are going to miss that mark, we don't want to push the backpacks out. One of the things I said to Stan look, I'm not going to beg I'm not going to fight for pennies, nickels, dimes, and dollars there's enough money out there we need to work with people. It's through combined efforts that we can make the biggest difference. We need to find like minded organizations that do this so what we're coming up with is a way to essentially crowd source meals for schools. This will be a 2021 launch as well.

Jay Collins:

It's dip jars or pay it forward boxes. You're putting organizations, it has an account tied to it so people can dip their cheque card, their credit card in the denomination of one school meal, two school meals, whatever. It's a tax write off receipt comes out automatically, but it feeds those kids. The reason we're doing this goes back to my wife Layla. Stan's wife helped urge him to build OBR, Layla would go in to our school in North Carolina where it's like 78% of the meals were subsidized and a lot of those kids didn't have meals still or they would get the wish sandwich, the bread and cheese and it's just not enough. So we just started throwing money at the problem. We built an account and we put money in there and if a kid didn't have enough money in their account or just didn't have money in general, they would use that account to pay for their meals and they didn't have that stigma of the subsidized lunch where it made them look different than their peers.

Jay Collins:

They just got a hot meal and no one had to be a wiser for it. And they're foods their families were fed it was nourishing for the soul and the body. So we're going to take that and we're going to do the



economies of scale on it. We're going to start five to 10 businesses in a community and that's how we're going to fund those programs. We're also going to have food lockers that are open 365 days a year. Not to push people out the Backpack Program could work with us, but we're going to work with like minded organizations, non-profits, people in communities to support themselves through our efforts. That's what it's all about, man.

Bryan Schaaf:

That's awesome. I'm sorry.

Stan Hays:

No, I was going to say to take that whole... Everything that you said there it really takes it and boil it down to is we can do so much more together than we can divided. And if we can bring the like minded people together, this will make that movement that we're hoping for. Everybody wants to eradicate it, we know that. There's so many programs out there, so let's all work together. Let's not fight against each other, let's not try to our program's not better than yours because we need the Backpack Program, we need these other programs. Let's figure out how we all work together to where it becomes a concerted effort and we bring those local businesses in the community that want to be part of that good to help pay for that and help champion it. So the general public who doesn't think about it every day in that community can walk in and at the end of their transaction add a school lunch.

Jay Collins:

That's right.

Bryan Schaaf:

Yeah, man. Good for you guys that's amazing. Can you tell us with all the future plans laid out and more ideas coming, right now I guess it's November of 2019 how can people get involved right now financially, time wise? The biggest thing talking to coworkers of mine after yesterday was everyone was like, all right, let's do it because-

Stan Hays:

It is. There's three ways everybody, everybody that's listening to this, everybody in this office, everybody back home can do something. Number one is you can go to our website [obr.org](http://obr.org) and there's a volunteer button right up top. Click that register. It's even easier if you have an iPhone or if you've got an Android go to Google play or to the app store download OBR volunteer. That's all you have to type in it'll pop up the app you can register from there and then you'll start getting push notifications if there's something in your area. Whether it's a disaster, whether it's a non-disaster it doesn't matter everything that is not a private event gets pushed out on there for an opportunity for volunteers to come help. So that's the first way. Second way is the easy one it's the donation that we need.

Stan Hays:

Without major disasters this year, which is a great thing but it also reduces the amount of income that comes in for programs because there isn't that awareness of this major disaster going on. So those people that don't give all the time or don't even think about it, it's not top of mind until they see it haven't given this year. So make that donation you have this time to the end of the year to maximize your year end giving and that's going to be a big focus of ours from now until the end of the year we've to do that. We've backed off the last few years because of major disasters at the end of the year, we've

been tapping that well we've been beating that drum. This year we'll make more of an effort and the last one is you can't do, you can't volunteer you can't go out there, you don't have the money share the message. Get on our social media, all of our whether it's Facebook, Instagram, Twitter OpBBQrelief is the handle for all three of them.

Stan Hays:

You can find it out there type in, search Operation BBQ Relief we're on there. Share the message of what we're doing, whether it's in a community doing a BBQ Basic, out on a small disaster, wanting to give back whatever it is this time of year. Share that message with your friends because you may have friends that want volunteer, want to donate and hopefully there's some companies out there that see this and see the value and that it aligns with the values of their company and want to get ahold of us and that's pretty easy too it's info@obr.org.

Bryan Schaaf:

Excellent. Mr Stan Hays, Mr. J Collins I really appreciate you guys taking time out of your busy schedule and braving the frozen Tundra of Northeast Ohio along the way. So that said, we are going to have all of your information links what's it called... Apps to download I guess. I'm a gen X so I'm not a millennial so it takes me a little while to get these up on our website. Simply find out by going to certifiedAngusbeef.com/podcast and of course your website can easily be found.

Stan Hays:

@obr.org.

Bryan Schaaf:

Excellent guys, I can't tell you how grateful I am to be standing in honestly some of the best that humanity has to offer. Thank you so much for taking time.

Stan Hays:

I appreciate it.

Jay Collins:

Appreciate you having us on thank you.

Stan Hays:

Thank you.

Bryan Schaaf:

Good luck guys.

Bryan Schaaf:

Back here on the Meat Speak Podcast powered by the Certified Angus Beef brand Bryan Schaaf, chef Michael Ollier in the house talking about Operation BBQ. And chef we just heard from really two incredible individuals, two folks who really are representation of some of the best that humanity has to offer. Can you talk about some of the involvement that you specifically on behalf of Certified Angus Beef has gotten to have with these gentlemen?

Michael Ollier:

Sure. As they had mentioned they are good representation's of the epitome of what's good about barbecue, it's a community of barbecue as they mentioned. I think that some of the things that I'd like to pull out of what they said is the cultivating a servant heart and that just speaks to exactly where our brand is. And as I mentioned at the top of this segment that we've been looking for ways for a while to work with them and it's in the BBQ Basics specifically where we found a sweet spot. So in 2019 what Stan had said, we had done four events and that was our toe in the water to and an opportunity to do education for these first responders, the military and those that in that community with these guys it's been fantastic. So we were at Fort Bragg for one, we've committed to... We were at the coast guard up in Staten Island, four events through 2019.

Michael Ollier:

What's great is that we've got as they talked about proof of concept. Meaning you put your toe in the water and see if this thing works and then you dive in and then 2020 this is the year of diving in and we are locked in with them for 20 events through 2020 where we are committing as a brand to be part of the educational curriculum including supplying products. So we're going to sponsor product for them for these events and it's just something compelling to be part of. You're talking about an average of a few dozen folks that come together learn about barbecue. We get the opportunity to talk about what it means to be quality when you have the beef component and its just woven into that education that they get so they can really take things home with them.

Michael Ollier:

These barbecue learning nuggets they get to take those home with them, very practical through two days. One is very educational and then as they mentioned, the guys mentioned they get to do a competition that's pretty fun to be part of too. So that's been what we've been working on with them and and formalizing that in 2020 is going to be pretty exciting to be part of.

Bryan Schaaf:

Outstanding chef. Well certainly as the year progresses we'll check back into to hear about some of the events that they have put on. As a reminder recapping what what Stan Hays said there are various ways that you can get involved that you can help the cause. Obviously money is always welcomed, funding is always welcome. You can also give time there is an app, you can download it will because I get the updates from it. It will tell you if there is an event nearby that you can come volunteer to help with or simply spread the OBR message, spread the Operation BBQ message, share the love. Tell people what they're about and hopefully spur some other folks to also get involved and support what's a really good cause. So chef Michael Ollier I appreciate you for popping in here to talk about Operation BBQ.

Michael Ollier:

My pleasure, my friend.

Bryan Schaaf:

Excellent. If this is your first time listening to the Meat Speak Podcast powered by the Certified Angus Beef brand know that you can find us across a bevy of podcasting platforms, iTunes, Google play, Spotify or simply by going to [CertifiedAngusBeef.com/podcast](https://CertifiedAngusBeef.com/podcast) and until next week, Chef thanks for taking your time.

