

KENTUCKY **BEEF** COUNCIL

JUNE 2024

Health Professional E-Newsletter

Alex's health professional nutrition newsletter had the highest interaction yet in May with a 44.9% open rate (41.2% industry average) and an 8.6% click rate (1.58% industry average). This newsletter focused on beef's place in a plant-based diet and shared information on beef in a Mediterranean-style eating pattern for Mediterranean diet month. Recipients are most likely to click on links for handouts, recipe lists, and continuing education resources such as podcasts and webinars. This month's newsletter also included a registration link to the Northeast Beef Promotion Initiative's quarterly webinar on the Evolution of Consumer Food Preferences and Beef's Nutrient Profile and Versatility.



Nutrition Presentation with Lipscomb Dietetic Interns

With the Tennessee Beef Council, Alex participated in a farm tour and lunch and learn session for Lipscomb Universities nutrition department. During the beef farm tour students learned about typical cattle care and feeding practices. Following the tour, Alex presented on the nutrition profile of beef to 17 dietetic interns and faculty. In this presentation she discussed beef's high nutrient density, the misunderstood fat profile of beef, basic beef consumption recommendations, and shared resources available for healthcare providers.



Nutrition Presentation with TCA Youth Ambassadors

Alex participated in the Tennessee Cattlemen's Association Youth Ambassador Training hosted by the Tennessee Beef Council. She presented on beef's high nutrient density, misunderstood fat content, and a nutritional comparison of grain-finished vs. grass-finished beef. The presentation was followed by a grain-finished and grass-finished taste testing of ground beef (85/15 and 93/7) and ribeye steaks. Participants completed a worksheet on their own and then we discussed any flavor and texture differences as a group.



Nutrition Focused Social Media Posts

Alex continues to create monthly nutrition focused social media posts with both basic nutritional and sports nutrition related content. This month she shared a nutrition post

highlighting the importance of incorporating beef starting at 6 months of age. Alex is also working on creating shorts and reels for Facebook and Instagram that focus on highlighting beef's place in a healthy diet with recipes and beef cooking tips.



Bluegrass BBQ Fest

5/17/2024-5/18/2024

Located at the Moondance Amphitheater in Lexington, the event featured ten barbeque pitmasters from across the state as well as nine other non-barbeque food vendors and five shop vendors. Guests of the event were able to kick off the summer by enjoying live music, local shopping, family fun, and a large variety of delicious food. Kentucky Beef Council brought the Beef Bus to talk with families about beef and supporting our beef producers. KBC also sponsored and was a judge for a contest between the pitmasters to determine who had the Best Beef Dish. The winner was announced on stage and received a specialty plaque for their smoker or grill. This year's winner was Lillie Mae's BBQ.



Producer Spotlight

Filming of producer spotlight videos is ongoing with two families' videos completed and live on social media platforms, YouTube, and kybeef.com. We have had a brief pause in production due to scheduling conflicts with our very busy farm families but will continue to work towards telling each of their unique farm stories.

Social Media Analytics :



Bezold Post Impression – 7006 | Post Reach – 6046 | Engagement – 1995



Graham Post Impressions – 6152 | Post Reach – 5770 | Engagement - 887



E-Commerce: “Major Retailer”, February-March, Heart Health and Nutrition Campaign Results

Campaign ran from 2/1/2024 - 3/14/2024

Kentucky Data for \$10,000 investment

- KY Digital Ad Impressions = 2,979,638
- Traceable KY beef sales for this campaign = \$1,624,380
- KY return on ad spend = \$162.44

For every dollar KY spent on advertising, \$162.44 was traced back to KY beef sales. To arrive at this number, “Major Retailer” tracks purchases of those who were served your KY-funded ads online and then made a beef purchase at a “Major Retailer” online platform or in a “Major Retailer” store within 14 days. The only time they can’t trace sales of those who saw your ad is if someone pays in cash.

National Data

- National Digital Ad Impressions = 57.3 Million
- 13.9 Million unique viewers
- Viewers were served our ad an average of 4.12 times throughout the campaign
- Attributable ROI :

National attributable sales were \$72.5M with a return on ad spend of \$198.92 for the portion NCBA funded. Again, this number represents the sales of fresh beef (online and in-store with “Major Retailer”) made within 14 days of a consumer seeing our BIWFD ad.

- Incremental ROI :

Data shows \$11.2M in incremental beef sales nationally, meaning those who saw the ads purchased \$12.1M more in beef sales when compared to those who did not see our ads. These incremental beef sales translate into a \$30.78 return on investment nationally. The “Major Retailer” took a group of their shoppers who were served our BIWFD ads and bought beef (our test group) and compared their sales numbers to the same number of “Major Retailer” shoppers who were NOT served our ad and bought beef (a control group) and then compared the two groups. The test group bought an additional \$11.2M in beef than the control group

Additionally, due to an internal overserving error on part of the “Major Retailer”, the 12 states who participated in this campaign received an extra \$49.4K in offsite ads combined.

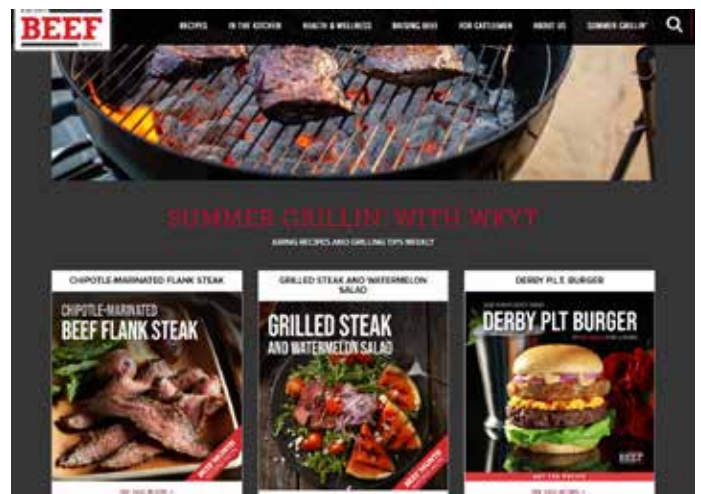
Best of the Bluegrass Shoot and Grill Giveaway

With LEX18, for May, June, and July, we have three Best of the Bluegrass segments and a grill giveaway, celebrating Beef month and summer grilling. The first segment was filmed and shown on June 1st. The other segment will be filmed on June 26th and then will be streamed on July 7th. For the grill giveaway contest, we had a total of 2144 entries, and 1487 opt-ins, meaning 70 percent of participants opted-in to receive information from the KBC. A quote from George Robbins, our account manager: “Honestly, much better than any I’ve seen for a promotional giveaway.”



WKYT Memorial Day and Summer Grillin’

We partner with WKYT for Summer Grillin’ campaigns. This campaign is fifteen segments broadcasted weekly from Memorial Day to Labor Day. Our segments are included on the WKYT website with links to the recipe. Our recipes are sent out to their mailing list weekly leading up to the segment and the segment is broadcast multiple times during the week. We have also created a landing page on kybeef.com that shows the focus on summer grilling recipes, that is updated weekly. Also included in our summer grilling promotion is a targeted email. We are currently waiting for the results for this item. Kelly Baird, Bradon Burks, and KJCA Member Whitney Peck filmed these segments.





Madison County Beef Days

We finished off beef month events at the Madison County Annual Beef Day. This was held at Central KY Ag Credit in Richmond. In under two hours, 1000 burgers were distributed to their community. Goodie bags were handed out to guests and road signs and the beef bus were set up along the drive-thru set up.



It's time to fire up the grill and make summer sizzle with beef! With endless preparation methods (indirect, direct, or smoking) and grill preferences, there's a delicious recipe ready for everyone to love this summer at a barbecue, gathering, or dinner at home!

When grilling there are a few guidelines from beefitswhatsfordinner.com that can help with a no-fuss clean up, and make you feel like an expert griller this season! If you're anything like me, following these steps can make grilling at home a fun, easy experience for dinner!

1. **Prep Pays Off!** Plan on pulling meat from the fridge, seasoning well, and getting started right away!
2. **Fire it up!** Make sure your grill grate is clean. If you're using charcoal, make sure you know how much you'll need and how to build the charcoal pile. For gas grills, refer to the manual, and set the grill to medium.
3. **Grill, Baby, Grill!** Use an instant-read thermometer, and let it go. One flip is usually all you need and will help avoid charring and burning. Be ready to turn down the heat or move the meat if needed. (Keep in mind the internal temperature will continue to rise for a few minutes after coming off the grill.)
4. **Rest and Relax!** Rest the meat before serving, even if you're hungry. For most grill-friendly cuts, 5 minutes is enough!
5. **Finishing touches!** Be sure to cut across the grain to maximize tenderness. Then, **ENJOY!**



KHSAA

Each month for KHSAA (Kentucky High School Athletics), we have a social media campaign with two posts, one email to AD's principals, and coaches, one full-page game program ad, and one PA announcement.

Track and Field: For track and field specifically, we had game-day setup. Team Beef runners also attended and volunteered. This was a great setup and we got to communicate with a lot of consumers.

Baseball and Softball: For baseball we had digital signage rotations, LED ribbon signage rotations, one 30 second videoboard spot, and one game day promotion. For softball, we had one game day promotion, one 30 second videoboard spot, and digital signage rotations.



Wave 3

Due to missing April Wave 3 segments, we have two shoots in June. For our first episode on June 10th, we focused on summer grilling with grilling basics, burgers and more, and foil packet grilling recipes. On our segment on June 26th we focused on kitchen hacks, grilling on every budget level, and nontraditional grilling recipes. Each month we also send out targeted emails to the entirety of the WAVE email base. This month the email was grilling themed. Due to WAVE employee turnover, we have not received those insights.



Beef Month Targeted Ads

We were able to start targeted ads for beef month on May 14th! Over 17 days our beef month ad on Facebook and Instagram reached 22,292 people. With 784 link clicks, making a cost of \$0.17 per link. More than 70 individuals saved and reacted to the post as well.



State Fair, Seeking Volunteers

The state fair is quickly approaching. This is the 120th KY State Fair and with cattle in 120 counties we are excited to be celebrating our industry in Ag Land. If there is any day from August 15th to August 25th that you would be willing to volunteer, please let Kelly Baird know at kbaird@kycattle.org and look out for a sign-up link. The time would be from 1pm to 3pm.

May and June Cow Country

Our entries for the May cow country focused on beef month recipes, beef month events, and previous KHSAA events. For June, we focused on grilling tips and tricks and recipes.



Consumer Newsletter

The June consumer newsletter (the KY beef report) was grilling tips and tricks and beef in your early years focused. There were 2690 emails sent with an open rate of 33.6%. This is a drastic decrease from the open results and click rate we saw in May. I am evaluating what links and aspects consumers clicked on or enjoyed in May and mirroring those qualities closer in July.



The YARDS Classroom

As of 6/25/24, we have had 698 students from 9 states attend a formal visit to the YARDS Classroom. We are eager to continue having more attendees and groups to book and come receive a lesson/tour of the YARDS Classroom. Four free lessons and tours, email Bradon at bburks@kycattle.org.

Teacher PD's

"Gate to Plate" with UK AG EDU, and UK Meats Lab



KBC collaborated with UK's Agricultural Education and Meat Science departments to host a "Gate to Plate" professional development for 16 agriculture teachers and master's students. Highlights included a tour of Eden Shale farm and the UK Meats Lab, where demonstrations on beef processing were given by experts like Dr. Gregg Rentfrow. Activities like the Build a Burger Contest showcased beef's versatility. Chef Mike Erickson and Dr. Lyda Garcia led sessions on innovative beef cooking methods. Participants, including former NFL player Ricky Lumpkin and current UK quarterback Brock Vandagriff, praised the program for its educational value and insight into beef production.

"BQCA/KBC" with KBN and UK Beef Specialists

In our first of two events, Ten agriculture teachers, predominantly from South Central Kentucky, engaged in a comprehensive educational training session focused on beef quality care and assurance practices. Held at the Barren County Extension Office, this immersive program aimed to enhance their understanding of essential prac-



tices in the beef industry, covering topics such as animal welfare, quality standards, and sustainable production methods. Hosted in a hands-on environment, the training included demonstrations and discussions led by Kentucky Beef Extension Specialist Staff to ensure participants gained practical insights and knowledge. Attendees were also given a plethora of resources that they can utilize in their classrooms.

On the Farm STEM

The American Farm Bureau Federation has received funding from the Cattlemen's Beef Board to host an on-farm professional development opportunity for high school science teachers from across the country. We have been chosen to be the host state this year. Alongside Kentucky Farm Bureau, we are collaborating to provide contacts and site visits for this event. This event will be held in mid-July.

Sullivan University, Resources Distribution

Sullivan University has invited the Kentucky Beef Council to provide beef education resources to up to 40 teachers that they will host for various teacher professional developments this summer. We will be providing them various posters, QR-code resource magnets, as well as links to our beef in the classroom grant. We'd like to become closer with Sullivan University in terms of collaborating with their network of teachers.



KAFCS Annual Meeting

The KY Association of Family and Consumer Sciences Annual Meeting was held at Spindletop Hall in late April. During this visit, FCS teachers, extension agents, and industry leaders were able to hear about all of the programs

that the beef council offers for producers and consumers. Participants also received a “Beef Basics” presentation, QR Code Magnets with the educational resources that they could utilize, and the Beef in the Classroom Application.

Beef in the Classroom Grant/Educational Resources Updated



This program provides financial support for the use of beef products in middle and high school Family and Consumer Science, Culinary Arts, Meat/Food Science & Animal Science. As of 6/25/24, this program has reached 9 classrooms, 937 students, reimbursing \$1,984.58 worth of beef.

Our ‘Educational Resources’ Tab on kybeef.org had been lacking, so we went ahead and updated it to where teachers can find more of our resources, and educational programs such as Masters of Beef Advocacy and BQCA.



FCCLA State Convention

KBC was able to attend FCCLA’s State Convention in late March. During our visit, we were able to network with over 1,400 members and teachers sharing with them the resources and opportunities available to them both including the Beef in the Classroom Program, teacher professional development events, and youth leadership programs. We also provided 1,400 Beef It’s What’s For Dinner T-Shirts to all attendees, students and teachers.



FFA State Convention/Beef Advocate Proclamation Day

Kentucky FFA marked its 95th State Convention in early June with a variety of competitions, from public speaking to team sales, showcasing the skills of future agricultural leaders. Our participation included distributing approximately 1,400 Beef It’s What’s For Dinner T-Shirts at the trade show to FFA Members and Agricultural Teachers. Participants shared why they advocate for the beef industry on social media to receive a shirt, generating significant publicity and engagement.

38 passionate advocates for the beef industry gathered to sign the “Kentucky Beef Council’s Young Beef Advocate Proclamation,” celebrated for their commitment to becoming future leaders in Kentucky’s beef industry. Alongside KCA Executive Vice President Dave Maples and NCBA’s Chandler Mulvaney, they pledged to share personal experiences and champion the stories of 32,000 beef farm families. Recognizing rising beef demand, they vowed to raise awareness and equip themselves with tools to effectively communicate the industry’s importance. Participants received framed proclamations and resources to empower them in advocating for beef and engaging with consumers seeking accurate information about the industry.



KBC Youth Leadership Program

The Kentucky Beef Council will be taking 30 attendees on this year’s Youth Leadership Program, July 29th to August 1st, 2024. This educational program is designed for youth who have a sincere desire to explore career opportunities and leadership development practices within the beef industry. Accepted attendees will get first-hand experience

in areas of beef marketing, beef production, and beef advocacy. Attendees will also be able to network with leaders about various careers, internships, and educational opportunities that they can use in their future careers.



EKU Teacher PD

KBC was a part of an industry networking panel helping connect our Kentucky agriculture teachers with the plethora of resources already available through industry groups. We were able to talk through how the beef check-off works, as well as how we are working to increase beef education in Kentucky. These 15 teachers were also given posters, QR Code magnets with beef lesson plans/graphics that they can use in their classrooms.

Health Professional Update



March: Janine and Alex attended the Kentucky Academy of Nutrition and Dietetics Annual Conference in Louisville. This one-day conference on March 5th had approximately 80 attendees and the theme of the conference was farm to fork. Janine worked with the NCBA Nutrition Seminar program to secure a nationally recognized dietitian presenter for the conference, Neva Cochran, from Texas. Her presentation was entitled “Nutrition Starts at the Farm: Healthy Meals from the Ground Up”. With our \$2,500 sponsorship, we were able to have a speaker, exhibit table, logo on the conference website, 2 newsletter ads, 1 eblast, logo linked on the website, and logo on the conference transition slides. Janine was also able to present to the KAND membership with The Dairy Alliance dietitian about the Fall Beef and Dairy Farm Tour which Janine and The Dairy Alliance planned with KAND. We were also able to talk to dietitians, diet tech, dietetic interns, and dietetic



students at our exhibit table during the conference and share resources and handouts.

Janine and Alex attended the Kentucky Public Health Association Annual Conference in Louisville on March 6th and 7th. Our \$2,500 sponsorship included exhibiting to the 500 attendees plus 4 membership eblasts for 2024, two social media posts, pre-conference emails blast, post-conference attendee list, and half page ad in conference program. We were able to highlight our health professional handouts and resources and information on budget-friendly beef cuts and heart-healthy recipes. We also had 120 people enter our giveaway for a cast iron skillet which registered them for our health professional newsletter!



May: On Thursday, May 9th, Janine had a live segment on Louisville’s WDRB during their morning show at 9:45am highlighting Beef Month, beef research and resources, and making Mediterranean Beef Meatball Kabobs with host Candyce Clift. This was a free media segment for the Kentucky Beef Council with Janine’s longtime contacts at WDRB.

Janine also wrote a Beef Month eblast for the Kentucky Academy of Nutrition and Dietetics (as part of our 2024 sponsorship) and for the Kentucky Public Health Association (as part of our 2024 sponsorship). The eblasts contained nutritional benefits of beef, choosing beef, summer beef recipes, and health professional resources. Stats for the Kentucky Public Health Association Eblast: 1,490 recipients, 437 unique opens (total opens 666), 19 unique clicks (94 total clicks). Stats for the KAND Eblast: 608 recipients, 218 unique opens (227 total opens), 36% open rate, 12 unique clicks (30 total clicks).



June: Focusing on preparing for the Kentucky Academy of Family Physicians Conference planning, reaching out to Publix Retail Dietitians to see how we could partner, and researching new health professional conferences/ programs.

Upcoming Events:

- **August 9:** Kentucky Academy of Family Physicians Conference
- **September/October:** Farm Tour for Cincinnati State Nutrition Students
- **October 20 – 22:** Kentucky Academy of Physician Assistants (first time exhibiting)
- **October 30:** Farm Tour planned for UK Hospital Dietetic Interns and Lexington VA Dietetic Interns (first time farm tour for both groups and first time working with Lexington VA internship)

Kentucky Team Beef

Team Beef participated in their first event at the Kentucky Derby Festival mini/Marathon in April. On Thursday and Friday, members volunteered their time to work the Kentucky Beef Council booth at the Race Expo. Team Beef runners spoke with athletes about the benefits of beef, beef trivia, and gave out prizes. On Saturday, over 25 Team Beef runners participated in either the half or full



marathon, while wearing their jerseys! Some runners were able to meet up prior to the start for a quick group photo and encouragement. This race draws between 10,000 and 12,000 participants annually, plus spectators.



Team Beef runners volunteered at the KHSAA State Track Meet and shared beef trivia and knowledge with athletes, parents, and spectators!

Dr. Gregg Rentfrow led members on a tour of the University of Kentucky Meats Lab and demonstrated how to get the most out of the beef cuts they buy at the store.



Upcoming Team Beef Events:

- YARDS Tour – July 26
- White Farms Tour – September 12