

# KENTUCKY **BEEF** COUNCIL

OCTOBER 2024

## WHAS Grilling

Kelly Baird went to WHAS11 and filmed four segments over two hours discussing grilling safety, holiday recipes, and how to fire up those grills for the 4th of July. This was live on the 5 am news on July 2nd in anticipation of Independence Day. This was also posted on WHAS11 YouTube and social media pages. This was a bonus, unpaid, spot for the KY Beef Council.



## Wave

Each month, we have a three-segment, 30-minute episode on WAVE3 News in Louisville. For July, we covered segments on Back-to-School recipes, burger style dishes while hosting, and we prerecorded a segment covering the State Fair. For the back-to-school recipes, we prepared beef jerky granola bars and beef jerky trail mix. This segment highlighted nutritious and storage friendly snacks that can be taken to school. In our burger style dish segment, we prepared cheeseburger dip to highlight



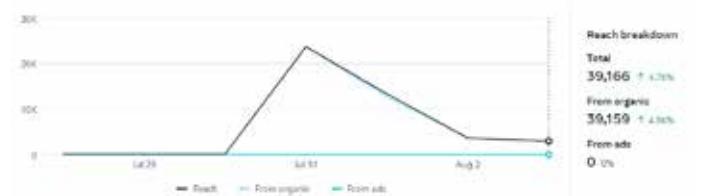
potential hosting recipes in the transition from summer grilling to tailgating. In the final segment, we prerecorded and extended an invitation to come visit and explore the KY State Fair to the Louisville community.

In our September takeover show with WAVE3 Listens Live, staff member Kelly Baird celebrated Food Safety Education Month by sharing essential food safety tips. She then focused on the Flat Iron Steak, highlighting cost-effective and delicious recipes to help stretch your dollar throughout the week. The episode concluded with a segment on tailgating recipes, showcasing how to use beef to entertain a crowd.



## Youth Leadership Program

In their using social media as an advocacy tool workshop, participants competed in a burger cookoff where they had to use tactics and information, they had learned thus far to create a burger, message, audience, and social media post. The winner of this contest was selected via engagement on our Facebook page. As a result of this contest, our social media had an organic reach of 40,000 individuals, an increase of 4,000% from the previous week. The estimated Facebook ad gains 500-1500 reach when \$7 is spent, and this engagement was free to cost.



## Best of the Bluegrass

With our partnership with Best of the Bluegrass, we recorded three segments across the summer highlighting



grilling and tailgating with WLEX or LEX18 in the Lexington area. This coincided with a grilling give-away that allowed us to double our email contact list. In this last segment, we covered tailgating tips and tricks to take into the sport season.

**State Fair**

This year for the Fair, Todd redid our booth space signage. The walls of our booth directly relate to concepts and discussion points we often hear from consumers. Focusing on beef cuts, how to purchase beef, decoding the label, industry information, cooking tips, nutrition information, by-products, and sustainability efforts, we were able to have thoughtful conversations with consumers over a variety of topics.



We handed out our annual cookbook, that again, went over great with fair goers. Leading up to the fair we partnered with other commodity checkoff groups to fund a commercial that was bought in the Louisville Area to invite the Louisville community to the fair.

The KY State Fair was kicked off with the annual commodity breakfast, where 400 ribeye steaks were served. Thank you to Representative Micheal Sarge Pollock and Lieutenant Governor Jacqueline Coleman for serving and representing KY Beef!

Summit Media, a radio station in the Louisville area spent the entire day at the booth with us driving consumers listening to head to South Wing A and learn about KY Beef. For our August takeover show, we welcomed the WAVE3



Listens live crew to the Kentucky State Fair. Kentucky Junior Cattlemen's Association board member Samantha Pecco shared her experiences as a beef showman and junior member. Kelly Baird highlighted delicious beef food options available at the fair and provided insights into the attractions in Ag Land.



The Kentucky Beef Council had a significant presence at the Farm to Fair Cooking event. Throughout the fair, we invited industry professionals and partners to showcase their businesses and programs through delicious beef recipes. Guests included Kelly Baird (staff), Josh Moore from Volare Restaurant, Joe Lowe of Oak Hallow Angus, Lauren Batey from the Food as Health Alliance, Alex Scott (staff), and producer Rachel Cole. We extend our heartfelt thanks to these individuals for generously volunteering their time and energy.

Thank you to the producer volunteers that came to the fairgrounds, had discussions with consumers, and saw the fair in action! We are appreciative of your overwhelming support, and look forward to having even more volunteers in the future!

**Social Media**

On our Facebook and Instagram, staff has come together to develop a more thorough plan. With our increased presence on each platform, we have seen an increase in engagement. Since August, we saw a slight decrease in reach and general interaction, but saw a large increase on link clicks, which shows individuals going straight to our site from posts.

Follow @kybeef on TikTok! We will be expanding our presence on other social media platforms as well. This page will feature recipes, cooking tips and tricks, trivia, insights from producers and industry professionals, and trend-re-



## The YARDS Classroom

With the school year in full swing, we have seen an uptick in YARDS Groups being booked. For FY24 we had 738 students from 31 states attend a formal visit to the YARDS Classroom. We are eager to continue having more attendees and groups to book and receive a lesson/ tour this Fall. For free lessons and tours, email Bradon at [bburks@kycattle.org](mailto:bburks@kycattle.org).



lated information—all presented in a more casual format.

## Consumer Newsletters

Each month, Kelly sends a consumer newsletter to our email consumer database. This database of emails has grown from 2000 emails to over 4000. We are continuing to grow this database. We are happy to have a consistent open rate of more than 35%, more than the industry standard. This measures who is opening the email. We are also happy with a less than 1% unsubscribe rate. October data is not in yet, but the email focused on holiday, slow cooking, myoglobin, and iron needs.

## Other activities

No staff were able to attend, but we sent materials and information to KDA's Kentucky Proud Night at the ballpark with the Lexington Legends.

We are monitoring and meeting with advertisers to buy ads for the upcoming fiscal year.

## Upcoming Event

This year the Kentucky Beef Council is the title sponsor for the KHSAA State Cross Country Championship. If anyone would like to come experience the KY Beef Council Cross Country State Championship – please contact [kbaird@kycattle.org](mailto:kbaird@kycattle.org). This will be Saturday Nov. 2nd, at the KY Horse Park.

## On the Farm STEM

The American Farm Bureau Federation of America (AFBFA) 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 were chosen to be the host state this year. The KBC collaborated with Kentucky Farm Bureau to create the itinerary for the event. Tour stops included Branch View Angus, Creation Gardens, Blue Grass Stockyards, and Eden Shale Farm. One of the key takeaways from this event was the slides of doing these types of events specifically for our Kentucky teachers. We are still having discussions with the AFBA today on what that could look like.





**Youth Leadership Program**

From July 29 to August 1, 29 youth leaders took part in the Youth Leadership Program in Elizabethtown. The program aimed to enhance connections and develop leadership skills across the beef industry, offering a diverse range of activities. The week began with Dr. Kimberley Heller leading training on effective leadership, which helped participants build camaraderie and think critically about their roles in the industry. Subsequent sessions covered beef promotion, nutrition, and food staging for photography, with hands-on opportunities to create appealing burger images. Participants also toured local farms and processing facilities, gaining insights into cattle production and processing. The final day included lessons on feeder cattle markets, artificial insemination, and embryo transfer, along with etiquette training for formal dining. The program wrapped up with a networking dinner featuring key industry leaders, providing invaluable connections and perspectives for the next generation of beef industry advocates.



**Beef in the Classroom Grant/Educational Resources Updated**

The Beef in the Classroom Program is a grant-funded reimbursement program that provides financial support for Kentucky middle and high school teachers to purchase beef to use in their classrooms for educational purposes. Eligible classes include family and consumer sciences, culinary arts, meat/food sciences and animal sciences. Last year, the program reached 9 classrooms, 937 students, reimbursing \$1,984.58 worth of beef. Applications for reimbursement are due November 1st. Please encourage your CTE instructors to apply for the program. To apply, visit <https://www.kybeef.com/education/education-resources>.





### Nebraska Youth Beef Leadership Symposium

The Nebraska Youth Beef Leadership Symposium (NYBLS) is a conference designed for high school sophomores, juniors, or seniors. Students attend the leadership conference and participate in industry tour stops. Immersive stops this year include CLAAS of America, National Beef Leather Division, Certified Piedmontese, and Weber Feedyards. NYBLS introduces youth to career opportunities and current issues in the beef industry, as well as education and practice in the use of leadership skills. Kentucky is able to take 10 students this year; this is sponsored by the Kentucky Beef Council. Travel will be booked/coordinated by the KBC, however attendees may be responsible for some meals. Applications for NYBLS were due on October 1st.



### Beef Advance

Applications for the inaugural class of BEEF ADVANCE are now open, with a deadline of October 25th. We encourage board members to share this opportunity with potential candidates who are passionate about advocating for the beef industry.

Beef ADVANCE is designed to equip participants with advocacy skills and enhance their ability to serve as effective spokespersons for the beef industry while cultivating a network of industry connections. Through collaborative sessions and hands-on experiences, participants will have the opportunity to build relationships with key industry leaders, experts, and fellow advocates. Each session will cover a range of topics, including personal story development, leadership fundamentals, media training, checkoff program education, communication strategies, and industry updates. Sessions will feature expert speakers and include visits to farms and industry sites, providing participants with direct exposure to various sectors of the beef industry. Participants will also be asked to complete supplemental work, such as online training modules and attendance at a Kentucky Beef Council (KBC) or Kentucky Cattlemen's Association (KCA) meeting.

Beef ADVANCE is open to all individuals 22 years and older who have a vested interest in the beef industry, including but not limited to producers, processors, retailers, industry professionals, healthcare providers, educators, chefs - anyone passionate about supporting and promoting beef. Whether you are directly involved in cattle production, work in a related field, or simply want to advocate for the benefits of beef, this program welcomes diverse perspectives. By bringing together a wide range of participants, the program aims to create a collaborative environment that ensures all voices are heard, allowing different sectors to share insights, learn from one another,

and work collectively to advance the industry, ultimately enabling participants to leave with a deeper understanding of its various facets.

Applications for Beef ADVANCE are now open and will close on October 25th. The first session will take place in January 2025. Don't miss your chance to be part of the inaugural class—apply today!"



### Stockyard Tour

The Stockyard Tour is underway, and we are seeking your participation. Our goal is to visit as many stockyards as possible from now until mid-December, with the tour picking back up in March 2025. We hope these stops show our support for Livestock Markets, provide an opportunity to discuss the checkoff with producers, and provide educational and promotional materials to all. Your presence is essential - having local producers by our side during these visits helps demonstrate the support of check-off programming.

To help coordinate attendance, we've set up a QR code that links to a list of the stockyards we intend to visit. Producers are invited to sign up through the link, which simply indicates interest in attending a particular stop. Signing up is not a commitment, but it helps us gauge potential participation and allows us to follow up with detailed information as dates are confirmed. Once a stockyard selects a suitable sale day from the list of proposed dates we provided them, we will reach out to those who have signed up with the finalized details.



Stockyards Visited to date:

Blue Grass Stockyards – September 10th

### Charter Communications

September 17th - We attended Charter Communication's Health Fair, where we had the opportunity to engage with over 1000 employees about the health benefits of beef. The event allowed us to highlight beef's nutritional value and its role in a balanced diet while also dispelling myths and misinformation surrounding beef production. To create an interactive experience, we brought along a trivia wheel where participants answered beef-related questions for a chance to win promotional items. Additionally,



we distributed educational materials and recipe cards featuring easy and nutritious beef dishes. Giving attendees practical ideas for incorporating beef as part of a healthy lifestyle.

### CPC Fall Field Day

September 5th- KCA, KBN, and KBC attended the 20th Annual CPC Fall Field Day. Together, we spoke with producers and industry partners about each of our various programs and provided promotional and educational materials.



### Flat Gap Elementary – Ag Day

September 6th - During Ag Day at Flat Gap Elementary, we had the opportunity to talk with approximately 600 children from three schools, providing demonstrations on various cattle identification methods and the tools used for each. These included traditional write-on ear tags, engravable tags, ear tattooing, electronic ID tags, and branding. Additionally, we set up a mini working facility,





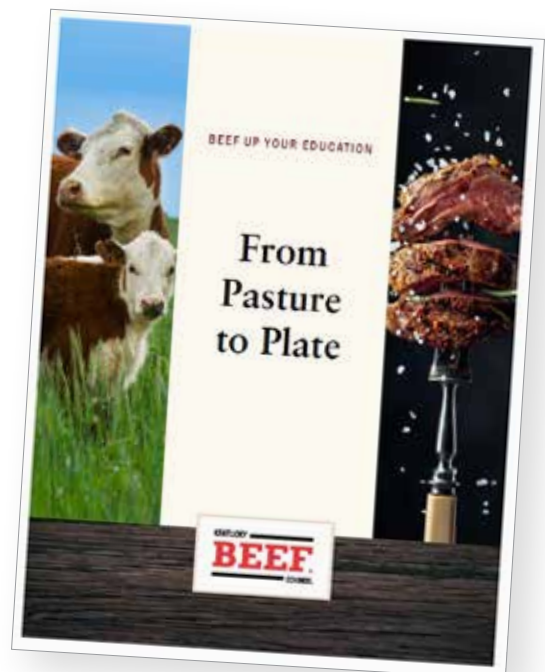
### Pasture to Plate Book

A new edition of the “Pasture to Plate” book has been completed. This updated version includes an in-depth look at cattle production, the science behind beef, nutritional insights, and guidelines on buying and preparing beef. While maintaining the structure of previous editions, the latest version offers new sections on a number of topics including growth promotants, the Beef Quality Assurance Program, and a detailed guide on purchasing beef in bulk. These additions aim to educate consumers more thoroughly about the beef industry and provide practical advice for buying and consuming beef.

complete with a chute, to show how cattle are safely handled while implementing each ID method. As we discussed the importance of properly identifying cattle, each child decorated their own ear tag and then lined up to have their paper cow ears tagged, mirroring real cattle tagging.

### Southern States Glasgow Open House

July 16th - We attended the Southern States Glasgow Open House, where we spoke with producers about the checkoff and its ongoing initiatives. We were able to distribute a number of promotional items including license plates, beef yard signs, and work gloves.



## Seasonal Website Updates

Kybeef.com continues to see updates and additions. New recipes have been added, showcasing fall flavors and highlighting beef's versatility. The "Raising Beef" page has been expanded, now featuring six additional farm families, two of which include spotlight videos highlighting their unique contributions to the industry. To encourage participation and inclusion, an inquiry form has been added for those interested in being spotlighted in the future. The "For Cattlemen" page has been updated to include the BEEF ADVANCE program application, providing easy access for interested parties. A page dedicated entirely to the program is under development.

## Web analytics since July 1, 2024

Total Users – 16,858 | Views – 22,562

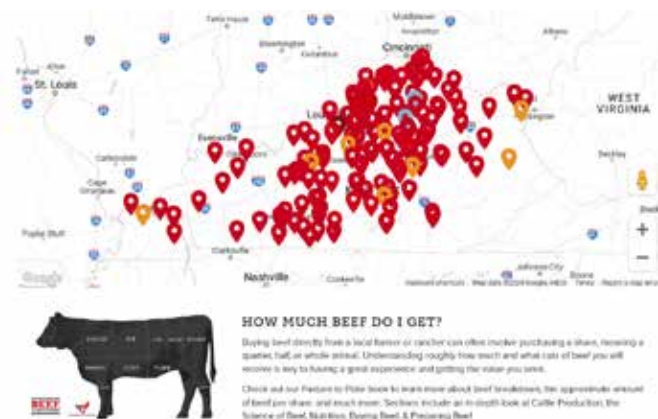
Top 3 page links: Grilling Favorites – 3855 views | Local Beef Directory – 3215 | KBC Home Page – 2979 views

## Local Beef Directory Update

The Local Beef Directory now represents 83 counties, featuring 170 producers and 9 processors.

The webpage now provides enhanced navigation through a color-coded map identifying different types of establishments. This user-friendly map helps consumers easily locate processors, retailers, and producers. This is currently being offered as a beta-feature pending feedback from directory participants. The "Pasture to Plate" book has also been linked to the directory, offering a comprehensive guide for beef buyers.

Website analytics (to be filled in) will further demonstrate the impact of these improvements.



## Health Professional Newsletter

The health professional newsletter now reaches about 1,300 health professionals across 7 states within Regions 1 and 2, with the majority of subscribers being from Kentucky (52.4%), Tennessee (11.3%), and Michigan (35.9%). The September newsletter focused on food safety with beef for National Food Safety Education Month and included information on safe handling and storage of beef, the four simple steps to food safety (clean, separate, cook, chill), and bacteria of concern for beef with a focus on E. coli O157:H7.



## Family Physicians Conference

On August 9th, Janine and Alex exhibited at the Kentucky Academy of Family Physicians Conference in Louisville. About 110 family physicians, residents, medical students, KAFP staff, and exhibitors/sponsors attended the conference where the Kentucky Beef Council had an exhibit booth as part of our sponsorship. We talked to the attendees about our handouts, resources, and recipes for their practice and patients. We also held a raffle for a cast iron skillet if they provided their contact information for our monthly health professional newsletter. Our sponsorship also included a full-page, full-color ad in their conference program which focused on the Top 10 nutrients beef provides. In the evening, the Kentucky Beef Council sponsored the reception which was Hawaiian themed and named the Moo-Au Luau. During the reception, hotel Chef Matt Carrithers provided the guests with a cooking





demonstration making Beef It's What's for Dinner Hawaiian Beef Fajita bowls and provided helpful talking points about the recipe and lean beef. The 55 participants were able to enjoy a variety of food stations which included two BIWFD recipes, Hawaiian Beef Fajita Bowls and Sweet Hawaiian Beef Sliders. Dressing up for the occasion was encouraged and the doctors came with their Hawaiian attire. The peer-voted doctors who were best dressed received Kentucky Beef Council swag. We also provided cornhole and a Hawaiian picture backdrop for guests to enjoy!

### On The Farm STEM Nutrition Presentation

Alex presented on the nutritional profile of beef to science teachers participating in the On The Farm STEM tour in Kentucky. This presentation covered beef's high nutrient density, the misunderstood fat profile of beef, and basic beef consumption recommendations for adolescents and adults. Information on nutrients of concern for the adolescent population were shared as well as strategies



to prevent nutrition deficiencies such as promoting adequate consumption of high-quality protein foods like lean beef. Alex also walked teachers through leading a grass-finished versus grain-finished beef tasting activity and discussed how the Beef in the Classroom grant can be used to reimburse the cost of beef tasting activities in schools.

### Youth Leadership Program: Beefing Up Your Burger Social Media Activity

During this program, Alex and Kelly led a social media skill building workshop called "Beefing Up Your Burger Social Media Post" developed by KBC staff. After attending presentations on the nutrition and flavor profile of beef and advocacy led by Alex and Kelly, students developed a social media post highlighting a burger with non-traditional toppings and flavor combinations. Students then assembled their burger and worked with the KBC graphic designer and videographer to learn about staging food for social media posts. A picture of each group's burger was shared on Facebook. The complete social media post for the burger with the most likes was shared on KBC's Facebook and Instagram.



### Nutrition Focused Social Media Posts

Alex continues to create at least two static nutrition focused social media posts per month. In the last 3 months, she has highlighted topics such as older adult nutrition, back to school, adolescent nutrition, refueling with high-quality protein after activity, healthy tailgating, and food safety. Alex and Kelly have also been working to create reels which can be shared on Facebook, Instagram, and TikTok. Reels this fall will focus on recipes for tailgating, holidays, and highlight fall flavors.



**BEEF**  
IT'S WHAT'S FOR DINNER.

### Power up school lunches with beef.

Beef delivers **key nutrients** like high quality **protein, iron, zinc, choline** and **B-vitamins** to fuel healthy growth and development as well as improved academic performance in school-age children and teens.

### Kentucky State Fair Cooking Stage

At the Kentucky State Fair Alex invited Lauren Batey, MS, RDN, with the University of Kentucky Food as Health Alliance (FAHA) to participate in a live cooking demo on the cooking stage. The KBC sponsors the FAHA and works with them to develop healthful recipes that include beef for populations with diet related chronic diseases.



The FAHA created a new Mediterranean Beef Pasta recipe for this live cooking demo and we discussed topics such as beef's place in healthful diet patterns such as the Mediterranean-style eating pattern, the misunderstood fat profile of beef, lean cuts of beef, and more. About 250 samples were given out during this demonstration.

#### **Dietetic Student Tour at 12 Mile Beef**

12 Mile Beef Farm in California, Kentucky, part of Campbell County, hosted 14 Community Nutrition students from Cincinnati State and their professor who is also the Dietetic Technology Program Chair at Cincinnati State. During their 4-hour program, the students were introduced to the multi-generational family farm and learned about the lifecycle of cattle, hormones, antibiotics, farming practices, and cow care. Michelle from the Campbell County Health Department also assisted with the tour and provided an overview of agriculture and background information for the students. After a lunch of beef chili, salad, and baked potatoes, the students heard from registered dietitian, Janine Faber, on how health professionals can work with agriculture and the importance of the communication and resource between the two to help serve future patients and clients. Each student took home a Kentucky Beef Council reusable lunch bag with goodies and resources to use and share.

