

KENTUCKY

BEEF

COUNCIL

NOVEMBER 2024

State Fair Recap and Insights

After meeting with the Sponsorship team at the Kentucky State Fair (KSF), we received metrics and insights to quantify our relationship at the KSF. According to their insights, there were 631,822 attendees, with the average age being 46.9 years old with an income of \$50-\$75k, showcasing individuals right in our target audience. In addition, partnering and being featured in their social and paid advertising, they had a reach of 18.1 million impressions with 114.5k engagements.

WAVE Takeover

In October, Kelly appeared on WAVE3 News in Louisville for our monthly takeover show, where she shared slow cooking tips and tricks, showcased chili recipes, and offered spooky Halloween beef recipe ideas.

For the November takeover, Kelly welcomed Kroger and 80 Acre Farms as co-sponsors of the Derby Burger Challenge. Both organizations joined her on the seg-



ment to invite viewers to apply for the challenge before the January 31st deadline. Kelly wrapped up the episode by sharing expert roast tips and tricks, along with creative ideas for entertaining with beef during the holiday season.

Madison Co & Louisville Area Meetings

Kelly attended both the Madison County Cattlemen's Association Annual Meeting and the Louisville Area Cattlemen's Meeting to provide a comprehensive checkoff update. These gatherings gave attendees the opportunity to learn how their checkoff dollars were making an impact and engage in meaningful discussions about the program.

KHSAA Cross Country

This year, the Kentucky Beef Council (KBC) served as the title sponsor for the Kentucky High School Athletic Association (KHSAA) Cross Country State Championship. Through this partnership, KBC gained naming rights to the event, making it officially the "Kentucky Beef Council Cross Country State Championship." The KBC logo was prominently displayed on all publications, awards, signage, and throughout the event.





On the day of the championship, KBC hosted an onsite activation, engaging directly with consumers and raising awareness about beef. According to KHSAA Communications, the event attracted 2,000 athletes, 6,000 fans and guests, and 610 coaches. During the event, athletes received beef bags with educational materials, nutrition information was distributed, and 10 Team Beef volunteers were on hand to engage with attendees and promote beef education.

Overall, the event proved to be a significant opportunity to increase beef awareness and communication on a large scale.

WHAS11

Through a new partnership for the 2025 fiscal year, Kelly had the opportunity to appear on Great Day Live at WHAS11 in Louisville to discuss Entertaining with Beef during the holiday season. Great Day Live typically reaches over 10,000 viewers daily, providing us with access to a unique audience that differs from the traditional viewership of other local stations. In addition to the live broadcast, the segment was shared on their social media platforms, allowing us to extend our reach to an additional 11,000 followers on the Great Day Live Facebook page and 380,000 followers on the WHAS11 Facebook page. We are excited to see how this partnership continues to grow and expand our visibility.

KBC also had advertisements on WHAS11's website, that is accessed daily by news viewers. This ad links to kybeef.com for consumers to find recipes and more information.



Social Media

Targeted Ads - Updated as of November 14th: From October 22nd – November 16th, we are running an Advertisement on social media (Instagram and FB) with a budget of five dollars daily. In total \$115.74 was spent, resulting in 395 clicks to our website at kybeef.com. This is a cost per link click of \$0.29. In addition, there was a reach of 11,868 and 25,895 impressions. This ad highlighted quick and easy recipes in 30 minutes or less. According to our latest consumer dashboard, KY consumers are interested in recipes that are cheap and easy.

Overall, our social media interactions have been on the rise. This can be seen through the total views of our account being at 62,611 views with an organic reach of 23,500. This is good to see because 53% of our reach is organic (natural/unpaid), while only 47% of this reach is through our paid, targeted ads.



Upcoming Events

KBC Communications has many events to look forward to as we get closer to the holiday season and convention. There will be a partnership episode with Fox56 in Lexington, Live from Chevy Chase, another WAVE Takeover show, and Great Day Live segment. Kelly will also be attending University of Louisville's Football Ag Day alongside KDA, the KHSAA Football State Championship, and will be attending and doing guest lectures at the University of KY.

The YARDS Classroom

With the new FY upon us, we plan on having several groups come to the stockyards. We have a few groups booked from now until Christmas including Metcalfe County, Lincoln County, and Adair County. As of 11/22/24, we have hosted 8 different groups with around 157 total attendees. We are eager to continue having more attendees and groups to book and come receive a lesson/tour this Fall. For free lessons and tours, email Bradon at bburks@kycattle.org.

On the Farm STEM "Train the Trainer" Program

The American Farm Bureau Federation of America (AFB-FA) 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, which we were the host state this past summer. For

2025, we have been chosen to be a host state for an all new Train the Trainer Program. More details are to come, but this will provide us the opportunity to better serve science teachers with beef specific content.

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. We have agreed to help support all 52 schools who applied for our program. We are anticipating this will reimburse approximately \$16,000 worth of beef, impacting over 6,578 students. We will have final numbers as of reach when all applications for reimbursement come in by May 1st.



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 offer education and practice in the use of leadership skills. We were overwhelmed with 61 applicants this year, an all time high. Read about Mollie Goode's perspective of NYBLS in the December Edition of Cow Country News. The Selection Committee selected the following youth to attend the program November 4th to November 10th:

Addison Lawson Spencer County
Even Cotton Caldwell County
Halle Hudnall Scott County
Landon Miller Nelson County
Laney Pease Fleming County
Madison Wright Owen County
Matthew Estes Barren County
Mollie Goode Christian County
Myah Conner Russell County
Samantha Pecco Fleming County

Kentucky Agricultural Summit

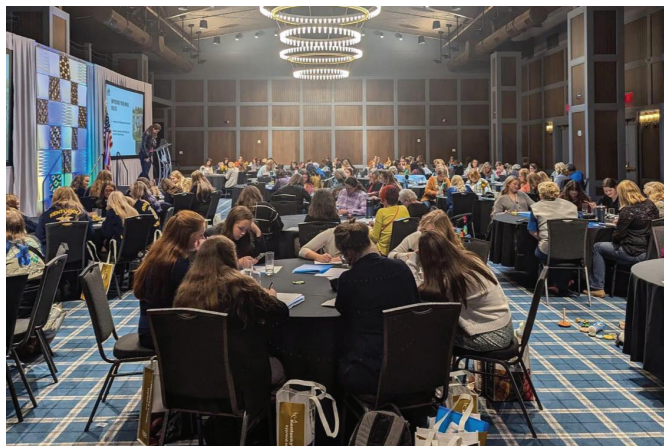
The Kentucky Agricultural Summit was held November 14-15, 2024, at the Hyatt Regency & the Kentucky Exposition Center in Louisville, convening agriculture leaders, farmers, and stakeholders to discuss the future of Kentucky's agricultural industry. Hosted by the Kentucky Agricultural Council, the event unveiled of the "Strategic Roadmap for Kentucky Agriculture: 2025-2030," a forward-looking plan addressing challenges and opportunities in farming, food, fiber, and fuel. Sessions focused on critical topics such as farm transitions, market access and expansion, workforce development, and agricultural innovation.

The Kentucky Beef Council proudly supported the Summit as both a sponsor and attendee, demonstrating its commitment to advancing agriculture and fostering collaboration within the industry. Highlights of the event included networking opportunities, such as the "Taste of Kentucky" reception, which celebrated local agricultural products.

Kentucky Women in Agriculture

The Kentucky Women in Agriculture Conference celebrated its 25th anniversary under the theme "Growing Through the Seasons: 25 Years of Women Seeding, Feeding, and Leading." Held November 10-11, 2024, at The Campbell House in Lexington, Kentucky, the event brought together women in agriculture and agribusiness for a vibrant program of keynote speakers, educational sessions, and networking opportunities.

The Kentucky Beef Council proudly participated as both a sponsor and attendees, emphasizing its commitment to supporting women in agriculture. This partnership reflects KBC's dedication to fostering leadership and growth within the agricultural community.



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:

- Bluegrass Stockyards – September 10th
- Bluegrass Stockyards of Campbellsville – October 9th
- Farmers Stockyard – October 29th
- Washington County Stockyards – November 4th
- Mid-KY Livestock Market – November 5th

A special thank you to all the producers who've attended so far alongside KBC – Jennifer Hickerson, Jake Harrod, Donovan Pigg, Mike Ravencraft, Gary Ford, Ryan Miller, & Mitchell Logsdon

Proposed Upcoming Dates:

- Cattlemen's Livestock – November 25th
- Bluegrass Stockyards South – December 12th
- Paris Stockyards – December 19th
- Bluegrass Stockyards Richmond – December 20th

Beef Advance

Thank you to all who shares and applied for the Beef Advance program! Applications are now closed, and we are thrilled with the response and interest in this initiative. Applicants will receive their status update this month. The program is set to kick off January 14th-15th in Owensboro, KY.



Website Tagging by Resonate

To enhance our understanding of website traffic and improve our marketing efforts, in collaboration with Cattlemen's Beef Board we added website tagging through Resonate. By integrating these tags



into our website, we were able to collect valuable data on user behavior, demographics, and engagement. This will allow us to refine our marketing strategies, tailor our content to better meet audience needs, and optimize the overall user experience. The insights gained from this data will help drive more effective decision-making and help us connect with our target audience more efficiently.

This report is based on online adult audiences in Kentucky aged 25 and older, using survey data collected between May and October 2024.

Some Key Insights

Demographics and Behavior

- The audience is predominantly male (59%) with a significant portion aged 35-54 (63%).
- Household income distribution shows a strong representation in the \$50,000-\$100,000 range.
- Social media engagement is diverse, with Facebook and YouTube being the most popular platforms, and medium-to-light engagement levels prevalent.

Consumer Preferences

- Shopping: Price is the primary purchase driver (60%), followed by brand loyalty and convenience.
- Products: Consumers prioritize cost-effectiveness, dependability, and durability, with moderate interest in family-friendly or health-focused products.

Values and Engagement

- The audience values dependability (53%) and safety for family and self (48%).
- Societal concerns include mental health awareness, domestic hunger, and education quality.
- Environmental behaviors like recycling (48%) are more common than green purchasing or alternative energy use.

Media and Technology

- Most access digital content through smart TVs or streaming devices, with light TV consumption and significant online activity (20+ hours weekly).
- Mobile app usage is high in categories like navigation, health, and social networking.

To see the full report scan the QR code.

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 October newsletter focused on building trust in food choices. The International Food Information Council found in a recent survey that health professionals (nutrition scientists, medical doctors, and registered dietitians) are among the most trusted sources for food information. Alex discussed with her



readers how providing clear, transparent, and accurate information can help rebuild trust, dispel misinformation, and empower consumers to feel confident in their food choices. This month's newsletter also included information on misconceptions about beef and discussed Myoglobin, the natural protein that makes beef red.

Kentucky Academy of Physician Assistants Conference

In October, contract dietitian, Janine Faber and Alex exhibited at the Kentucky Academy of Physician Assistants annual conference for the first time. After having success with working with and sponsoring/exhibiting at the Kentucky Academy of Family Physicians, Janine and Alex thought this would be a good group to network with and reach. The conference was held at The Campbell House in Lexington over two days and there were a total of 235 attendees, which were mainly students who attended the first day. While we did have some interest and conversations around our research, resources, recipes, and monthly health professional newsletter, we feel there is an opportunity to do even more with this group around agriculture education. We are going to continue to build this relationship and conversation to see how we can expand our sponsorship and education for next year's conference. We did feel this group appreciated the connection and conversation with registered dietitians representing the Kentucky Beef Council.

Dietetic Intern Farm Tour at Hallstead Farms & Meats

On Wednesday, October 30th, Amanda and Reid Hall hosted 1 Lexington VA Hospital dietetic intern plus 3 UK Hospital dietetic interns and their 2 internship directors at their farm, Hallstead Farms & Meats in Georgetown. We couldn't have asked for better weather to be outside. Janine, Amelia, Alex, and Amanda welcomed the group and then Janine presented on how health professionals



can work with agriculture in addition to her background in dietetics. The beef farm tour followed where Amanda talked with the group about cattle feed, the lifecycle of cattle, the cattle chute, antibiotics, and the design of their farm and how it helps with rotational grazing. Feedback following the tour was positive, here are a few examples:



DID YOU KNOW?

Myoglobin is a naturally occurring protein that gives beef its red appearance when it comes in contact with oxygen.

- Leigh (UK Hospital Dietitian and Internship Dietitian): “I just wanted to thank you again for organizing such a great afternoon for us yesterday at Hallstead Farms! We truly appreciate all that went into planning that, and the interns really loved it as well. I felt proud to show them what Kentucky agriculture looks like and learned a lot!”
- Dietetic Intern: “I absolutely enjoyed this experience. It was great to learn more about Janine’s background. I believe that exposure to other possibilities that RDs can connect to outside of clinical opportunities is so important. It was great to see ... the local farm and have a better understanding of the “beef culture” here in the Lexington. I left with great information that will hopefully benefit me and future clients/patients.”
- Dietetic Intern: “I liked the farm tour itself the most because it puts perspective on what we learn in class. It also was interesting to hear the farmers’ perspective and what they prioritize/what their constraints are.”
- Dietetic Intern: “As someone who plans to work in a clinical setting, this information is not only very valuable for me but is important for me to relay to future clients or patients.”

Nutrition Focused Social Media Posts

In October, Alex created 3 nutrition focused social media posts and 2 recipe reels. Posts addressed topics such as the importance of family meals for World Mental Health Awareness Day, beef as an iron-rich food for World Iron Awareness Week, and myoglobin – the protein that makes beef red! Recipe reels included 3 BIWFD recipes perfect for tailgating and a Blackstone Fajita Recipe. All posts can be found on Facebook and Instagram.