



MARCH 2025

Celebrating One Year of Health Professional Newsletters

February 2024 marked the launch of the health professional newsletter, and over the past year, it has grown to nearly 1,400 subscribers across Regions 1 and 2. The majority of recipients are based in Kentucky (54.7%), Michigan (33.4%), and Tennessee (10.6%). Engagement with the newsletter remains strong, with an average open rate of 39.2%, exceeding the industry average of 37.7%. The average click rate stands at 2.33%, significantly higher than the industry benchmark of 0.88%. Subscribers are most likely to engage with links to handouts, recipe collections, and continuing education opportunities such as podcasts and webinars.

Spring Health Professional Conference Update

Spring is a key season for health professional conferences, providing valuable opportunities to engage with a diverse range of professionals. Over the past three weeks, Alex and Janine have attended four health professional conferences, reaching a broad audience. These conferences serve as an excellent platform to expand our network and encourage more health professionals to sign up for the health professional newsletter.

- **March 5-6:** Janine exhibited at the Kentucky Academy of Nutrition and Dietetics Annual Nutrition Conference and Expo, engaging with 135 attendees, including registered dietitians, dietetic interns, and students.
- **March 6:** Alex exhibited at the Kentucky Cardiopulmonary Rehab Association Conference, connecting with 96 attendees, including registered nurses, exercise physiologists, respiratory therapists, physicians, registered dietitians, students, and other professionals involved in cardiopulmonary rehabilitation.
- **March 11:** Alex exhibited at the Food as Health Alliance Symposium, which drew 180 attendees from various sectors, including registered dietitians,

physicians, family and consumer science teachers, university educators, retail and industry partners, health department professionals, and cooperative extension professionals.

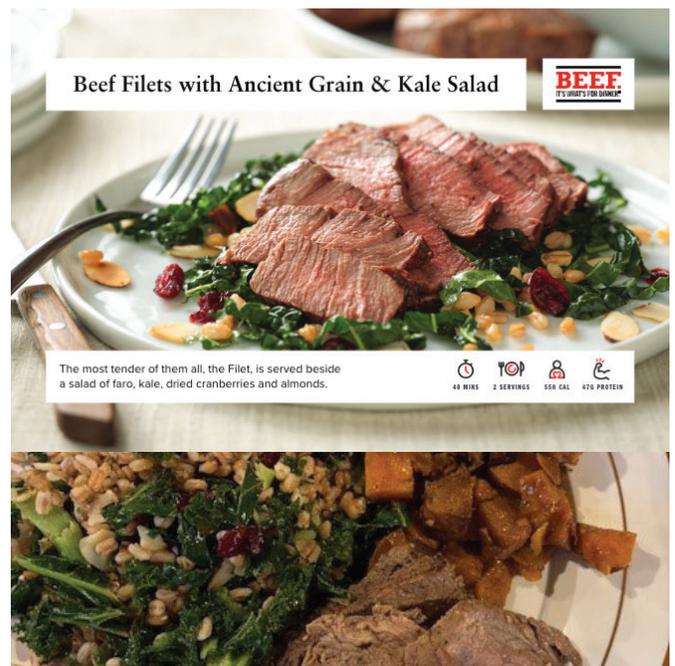
- **March 26-27:** Alex and Janine exhibited at the Kentucky Public Health Association Conference, which hosted 540 attendees, including public health practitioners, registered nurses, university educators and researchers, community organization representatives, and students.

Event Highlight: Kentucky Academy of Nutrition and Dietetics (KAND) Annual Nutrition Conference Update

This year, we took a new approach to our involvement in the KAND Annual Conference (March 5-6, Bowling Green). Instead of sponsoring a dietitian speaker as in previous years, we sponsored the KAND Board of Directors (BOD) meeting, allowing for direct discussion on how we can best support KAND members.

Dietitian Janine Faber planned and attended the BOD meeting, where 20 attendees enjoyed a Beef Filet with Ancient Grain and Kale Salad from BIWFD's Mediterranean-Inspired collection. Each participant received a KY Beef Council lunch bag with resources, giveaways, and the recipe card. During the 25-minute discussion, Janine led conversations on supporting KAND members through events and programs, gathering specific and actionable feedback. A post-survey was sent the following week to collect additional input.

The conference continued the next day with 135 attendees (155 total with exhibitors). Students, interns, and dietitians were highly engaged with the Kentucky Beef Council exhibit, where Janine connected with attendees, answered questions, and distributed educational resources.



National Nutrition Month® – March Update

March is National Nutrition Month®, and this year's theme, "Food Connects Us," emphasizes the many ways food brings people together. The Academy of Nutrition and Dietetics has outlined key weekly messages, including:

- Learning where food comes from
- Exploring the connection between food and culture
- Understanding how nutrient needs change across life stages
- Connecting with a nutrition expert

Alex incorporated these themes into her nutrition messaging throughout the month, aligning them with the beef message. In the March issue of Cow Country News, she highlighted the value of farm tours for health professionals, emphasizing how educating health professionals can, in turn, enhance consumer understanding of beef production.

She also reinforced these themes through social media, including a post about how beef's nutrient role evolves with age. These efforts continue to bridge the gap between nutrition education and agriculture, reinforcing beef's place in a balanced diet.



Media Appearances

Alex frequently participates in media interviews to provide consumers with evidence-based nutrition information. In January, she addressed the common theme of New Year's resolutions that emphasize food restriction, offering an alternative approach that promotes balanced eating without eliminating favorite foods – such as beef. She shared practical tips for incorporating beef into a healthy diet and appeared on two Louisville-area television stations to discuss this topic: a recorded segment with WHAS, which aired on

January 1, 3, and 8 and a live segment on WAVE3 on January 22.

In February, Alex focused on the role of beef in a heart-healthy diet, offering strategies to reduce fat content in meals. She provided practical tips, such as rinsing cooked ground beef under warm water to remove excess fat. She appeared on WDKY/Fox 56 News in Lexington on February 18 and WAVE3 in Louisville on February 26 to discuss this topic.

Stockyard Tour

The Stockyard Tour has now visited eight yards across the state and is set to pick back up in the spring. As a reminder these visits show our support for Livestock Markets, provide an opportunity to discuss the check-off with producers, and provide educational and promotional materials to all. The success of these visits is due in great part to the producers who attend alongside KBC. Thank you to all who've been able to attend and who have expressed interest in our upcoming stops.

Our next stop will be at Paris Stockyards on April 14th. Anyone interested in attending this sale or any others can sign up via the QR code or can reach out to Amelia Carter at ACarter@kycattle.org



Beyond the Bluegrass

Kentucky Cattlemen's Association, Kentucky Beef Network, and Kentucky Beef Council are excited to announce that this year's Beyond the Bluegrass Tour will be taking place in Texas on April 7th- 11th. Participants will have the opportunity to experience segments of the beef industry that are unique to that area. The tour will start in Amarillo and travel through Dallas-Fort Worth, visiting farms, feedlots, research facilities, packing plants, and other industry stops along the way.



Kentucky Farm Bureau Annual Meeting

Kentucky Farm Bureau's 105th Annual Meeting took place in Louisville, KY on December 5th – 7th. As an exhibitor at the tradeshow, we were able to engage directly with KFB members, producers, and industry stakeholders from across the state. We distributed information regarding the check-off, recent program updates, and promotional items, including stickers, license plates, recipe cards, gloves, and much more.

National Farm Machinery Show

The National Farm Machinery Show took place in Louisville, KY on February 12th -15th. The event drew a diverse audience of over 300,000 attendees and provided an excellent opportunity to engage with consumers and producers alike. We were able to discuss all areas of the beef industry from pasture to plate,



showcase all the program areas within the Kentucky Cattlemen's Association, and provide promotional and educational resources to all who visited our booth.

Kentucky Dairy Conference



The Kentucky Dairy Conference, held February 25-26, 2025, at the Sloan Convention Center in Bowling Green, has been a cornerstone of the state's dairy industry for nearly 50 years. The conference provided an excellent opportunity to engage with producers from across the state. As a exhibitor in the tradeshow, KBC was on hand to share information about the Beef Checkoff, including the important role dairy producers play. We had meaningful conversations about how Checkoff dollars are used to drive demand, educate consumers, and build trust in beef.

Beef Expo

KBC was proud to serve as both an exhibitor and sponsor at the 2025 Kentucky Beef Expo, held February 29–March 2 at the Kentucky Exposition Center in Louisville. Beef Expo brought together a strong crowd of producers, youth, and industry leaders from across the





state. The event provided a valuable platform to engage directly with attendees, share updates on the Beef Checkoff, and answer questions about how Checkoff dollars are used to promote beef, drive demand, and support the future of the industry.

Owensboro Burger Week

KBC is once again, proud to sponsor the 2025 Owensboro Burger Week, a community-wide celebration of local flavor and culinary creativity. This fun and flavorful event brought out thousands of burger lovers to support local restaurants, all while spotlighting Kentucky beef. In addition to sponsoring the event, we had the unique opportunity to serve as a judge—sampling some incredible entries and helping to crown this



BURGER WEEK RESULTS

63,105 BURGERS SOLD!

THAT'S 15,776 LBS. OF GROUND BEEF



NIKO'S BAKERY AND CAFE

BEST OVERALL BURGER

Judges Choice

GERMAN AMERICAN PEOPLE'S CHOICE AWARD

KIM'S DINER

\$504,840 SPENT ACROSS 49 RESTAURANTS ON \$8 BURGERS

SHILOH'S LOUNGE AND GRILL
2ND

WINDY HOLLOW BISCUIT HOUSE
3RD

LIBERTALIA
4TH

KIM'S DINER
5TH

MOST BURGERS SOLD

Kim's Diner

3468






year's Burger Week champion. It was a great way to engage with the public, support local businesses, and promote the versatility and value of beef.

This year's event was a tremendous success, with 63,105 burgers sold—totaling an impressive 15,776 pounds of ground beef served up across 49 participating restaurants. Local support was incredible, with \$504,840 spent on \$8 burgers throughout the week.

Meat Processors Conference

The 2025 KAMP/IMPPA Meat Processor Conference, held March 20–22 at the Old National Events Plaza in Evansville, Indiana, brought together independent processors, suppliers, and industry professionals from across Kentucky, Indiana, and beyond. This annual event is a cornerstone for regional meat processing, offering hands-on learning, regulatory updates, networking opportunities, and a showcase of the latest products and innovations in the industry. Kentucky Beef Council, the Indiana Beef Council (IBC), and the Cattlemen's Beef Board (CBB) partnered together to sponsor and exhibit at this year's conference. Together, we were able to share resources and information about the Beef Checkoff and its role in supporting meat processors. The conference provided a valuable platform to connect directly with those who play a vital role in getting high-quality beef to consumers and to discuss how Checkoff-funded programs support their work through promotion, research, education, and consumer outreach—continuing to add value throughout the entire beef supply chain.



Freezer Beef Short Course

UKY Extension & KBN invited KBC out to the most recent Freezer Beef Short Course to discuss how the Beef Council can help producers looking to direct market beef in their community. We distributed packets of educational and promotional resources and discussed the variety of strategies they could use to enhance their market reach.



Beef Advance Session 1

The first session of the Beef Advance Class launched a year of leadership, advocacy, and industry engagement over two transformative days. The event set a solid foundation by emphasizing relationship-building and offering a fundamental understanding of the Beef Check-Off. A highlight of the session was a leadership development workshop led by Calli Thorne—a personal and professional development trainer and rancher from North Dakota—who guided attendees through an exploration of their personality traits, strengths, and communication styles. This focus on self-awareness underscored the importance of effective advocacy and laid the groundwork for stronger connections and collaboration.

The session also featured a series of industry tours that provided firsthand insights into agricultural operations. Participants visited The Riverport Terminal to learn about the logistics of transporting goods via the Ohio



River, toured Cargill - Owensboro Grain to gain an understanding of soybean processing, and explored Poole Farms with hosts Jennifer and Wes Poole along with KBN facilitator Ben Lloyd. Discussions during these tours touched on farm operations, advocacy, social media, and the value of sharing personal farm stories. The experience culminated with the Kentucky Cattlemen's Association Annual Convention, offering additional networking opportunities with industry leaders across the state. As the Beef Advance program continues, attendees can look forward to further sessions that will advance their roles as dedicated advocates.

E-commerce: Sam's Club August – September Tailgating Campaign Results

Kentucky Data for \$5,000 investment

- KY Digital Ad Impressions - 858,341
- Attributable KY beef sales for this campaign - \$1,101,660
- KY ROI - \$213.96 in attributable sales

For an ad buy of \$5,000, 858,341 ad views were delivered to consumers in Kentucky. Those who saw the ads went on to spend \$1.1 million on beef within 14 days. This does not include consumers who paid in cash. This equates to an extra \$213.96 in beef sales for every dollar spent on this campaign.

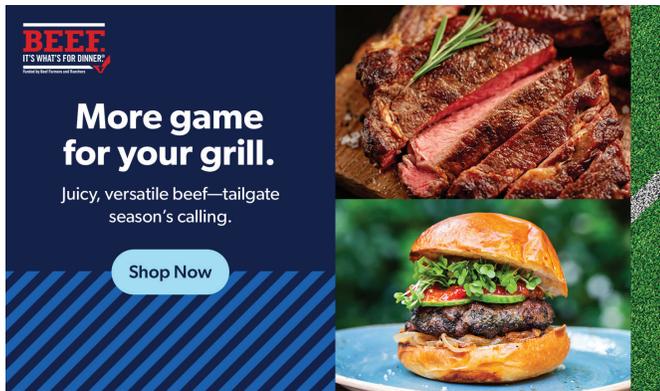


National Data Overall

- Digital Ad Impression – 52.4 million | 8.2 million households
- Incremental beef sales for this campaign - \$10.9 million
- National incremental ROI - \$34.67
- National attributable ROI - \$501.90

Incremental sales data are based on test and control groups and show the extra boost of sales from the ads, while attributable sales show all sales connected to the ad exposure.

52.4 million ads were delivered nationally to 8.2 million households (~ 6 ads per household) resulting in an average of \$501.90 in attributable beef sales per household. The test groups generated an additional \$10.9 million in incremental beef sales throughout the campaign.



The YARDS Classroom

YARDS Groups are picking up as school is starting to get towards the end of the year! Since the beginning of this fiscal year, we have hosted 15 groups with approximately 426 students, as of March 25th. We would love to have your group attend as well! Email Bradon to book a group at bburks@kycattle.org.

“Gate to Plate” with UK AG EDU, and UK Meats Lab

We are eager to host another “Gate to Plate” professional development event this year! Agriculture teachers will be able to explore all aspects of the beef industry. Teachers will begin at Eden Shale where they will focus on production practices, and then to the stockyards to learn about marketing. Day two will be focused on carcass breakdowns and better understanding beef grading. Teacher’s will get to be hands on and break down primals down to retail cuts. Day three will be focused on cooking beef, where teachers will even get to cook their own burgers for the day utilizing unique recipes.

“Beef Basics” for Family Consumer Science Educators

This event is designed to be a one stop shop for all things beef with our FCS Educators. These Teachers will receive several resources including posters and lesson plans. They will also get the chance to see a beef subprimal breakdown with Dr. Gregg Rentfrow, and receive a lesson on nutrition with our very own Ms. Alex Scott.

“Animal Science Institute” with KY Department of Education

We have been asked by the Kentucky Department of Education to participate in their first ever Animal Science Institute. Teachers here are less likely to come from an animal science background, but are required to teach that content. We will be presenting to them on the educational content/resources that are available to them through the Kentucky Beef Council.

On the Farm STEM

After hosting this group last year, the American Farm Bureau Federation has received more funding from the Cattlemen’s Beef Board to host an on-farm professional development opportunity training trainers on how their curriculum utilizes the Next Gen Science Standards, while teaching agricultural concepts. We will be the east of the Mississippi River state. We have also been in touch More details to come!



Beef in the Classroom Grant/Educational Resources Updated

The Beef in the Classroom 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 courses. As of March 25th, we have reimbursed \$1,638.49 in beef, reaching 915 students in 8 different schools this fiscal year.

Youth Leadership Program

The Kentucky Beef Council is excited to host another Youth Leadership Program in 2025. 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. This program is open to incoming high school sophomore, junior, senior, or first year of undergraduate education students. Participants must also be a Kentucky resident and/or enrolled in a Kentucky school. Applications are due by June 15th, and can be found at kycattle.org/youth-leadership-program.

YOUTH LEADERSHIP PROGRAM

JULY 28 - AUGUST 1 APPLY BY JUNE 15








Kentucky Beef Council
Sponsored · 1/18

Score big this March with our game-day beef recipes! 🍔🔥🔥 Check them out now!
#GameDayEats #BeefUpYourGame ...See more



kybeef.com
Game Day Beef Recipes [Learn more](#)
Whether you're watching f...

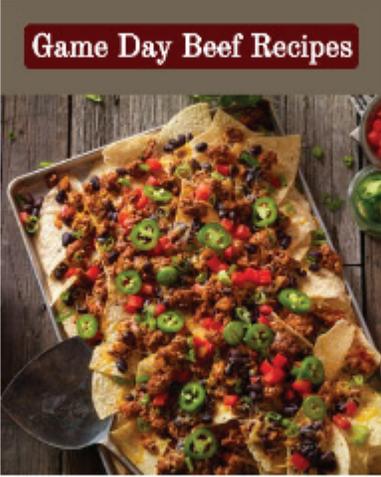
Sharon Baird and... 1 comment 4 shares

Like Comment Share

Kentucky Beef Council
Sponsored · 1/18

Score big this March with our game-day beef recipes! 🍔🔥🔥 Check them out now!
#GameDayEats #BeefUpYourGame ...See more

Game Day Beef Recipes



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Whether you're watching f...

Sharon Baird and... 1 comment 4 shares

Like Comment Share

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kybeef Score big this March with our game-day beef recipes! 🍔🔥🔥 Check them out now! #Game... more

Social Media Insights

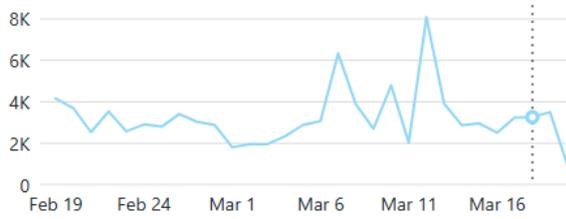
From November 23rd to February 19th, engagement and interactions on KBC's Instagram and Facebook accounts saw significant growth through both organic and paid advertising. Our total reach increased by 120.6% compared to the previous period, reaching 141K. Additionally, link clicks to our website surged by 283.8%, totaling 3.4K. The next period from February 19th to March 20th, shows another sign of growth. As we create a more concrete foundation and presence of beef on social media, we can see a steady increase and rise in all statistics. In the photos, this can be seen in the green percentages in the insight square. These percentages relate to the period prior to what is recorded.

With a relatively small investment in digital paid social media ads, we achieved nearly 570% increase in reach, post engagements, and interactions. This resulted in a reach of 99,875, 3K link clicks, and 40 new followers. These ads focused on seasonally relevant themes such as Mini Beef Wellingtons, Heart-Health Month, and other timely topics. These ads appear in the feed as a normal post, but we are able to place them in the feed of individuals to do not follow our accounts and link them straight to the website. These advertisements allow us to have a larger impact on each social media page. If you do not all ready, please follow @kybeef on Instagram and Facebook.

Views

Export

96.5K ↑ 3.1%



Reach

Export

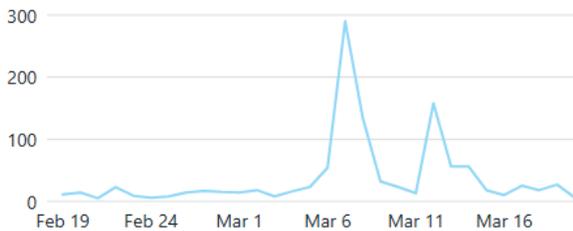
45.5K ↑ 8.3%



Content interactions

Export

1.1K ↑ 49.5%



Link clicks

Export

539 ↑ 29.6%



Views

Export

296.8K



Reach

Export

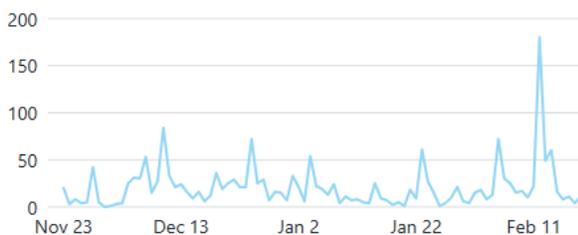
141.7K ↑ 121.7%



Content interactions

Export

1.9K ↓ 6.2%



Link clicks

Export

3.4K ↑ 285.4%



▶ Active • Mar 17

Website visitors

Score big this March with our game-day beef recipes! 🍔🍷🔥 Check them out...

2,404
Views

1,689
Reach

94
Link clicks

▶ Active • Mar 1

Website visitors

🍷 Beef + balance = the perfect plate! This #NationalNutritionMonth. explore...

26,426
Views

16,556
Reach

210
Link clicks

✔ Completed • Feb 14

Page likes

Forget Cupid—let Beef and WKU Athletics be your Valentine this year! ❤️🍷...

2,239
Views

1,542
Reach

17
Follows or like

✔ Completed • Feb 1

Website visitors

Heart Health Month is here! 🍷❤️ We're serving up heart-healthy recipes with be...

64,110
Views

34,547
Reach

637
Link clicks

✔ Completed • Jan 1

Website visitors

Looking for cost-effective, nutritious, and simple recipes? Try this Beef and...

67,951
Views

40,412
Reach

682
Link clicks

Sessions
15,155

Views per session
1.37

Views
20,760

Average session duration
00:01:19

Website – kybeef.com

Since our last board meeting, kybeef.com has received 20,760 views as of February 18th, with an average session duration of over one minute. The site had 13,488 regular users during this time. From February 18th to March 20th (less than a month), we have had over 3,600 website sessions, and over 5,700 viewers. The session duration has also increased to an average of 2 minutes. Which shows that viewers are spending a longer time on our website than in the past.

News/Media Appearances

In December, we prerecorded the Wave 3 “Listens Live” show to air on Christmas Eve, a day that traditionally sees higher viewership as many people are off work or at home. During the segment, we covered various ways to prepare roasts, creative ideas for using roast leftovers, and tips for entertaining on a budget during the holidays. In January, Alex highlighted the role of beef in a balanced diet for New Year’s resolutions, while Kelly shared recipes for hearty beef stew and other cold-weather meals, along with entertaining ideas for the Super Bowl. In February, Alex returned discussing heart-healthy diets while Kelly discussed family friendly/easy recipes and decoding the label at the grocery store. In March, we invited Griffin Huelsman to participate in a producer spotlight with WAVE 3 news. This was a great focus in celebration of National Ag Day. We also were able to host Ira Mowman, 2025 Derby Burger Champion, and Kroger Derby Coordinator Allison Gousha to discuss the Derby Burger challenge. Kelly Baird finished the wave takeover show discussing ways to include game-day recipes this March madness season. We also



continue to send out monthly emails to the entirety of Wave news’ contact database, and are currently awaiting results.

Our new partnership with WHAS has allowed us to

KENTUCKY

BEEF

COUNCIL

MVP RECIPES

to Include in your

MARCH LINEUP!

March is here! No matter who you’re cheering on, be sure to include our MVP—Most Valuable Protein—beef in your game-day spread. Our Game-Day Recipe Collection has winning picks perfect for lunch, dinner, or an all-out game-day feast.

Kick off the madness with bold and beefy flavors! Try our Stir-Fried Beef Gyros in Pita Pockets, packed with tender, seasoned beef and fresh toppings for a handheld favorite.

Get the Recipe

feature monthly segments on Great Day Live, which airs immediately after Good Morning America. This partnership also includes Facebook sharing with their audience of 380K followers.

In January, we discussed cold-weather recipes during the first snowstorm of the season. In February, we returned to highlight easy, budget-friendly meal ideas. Additionally, we partnered with WHAS for their Health and Fitness Special, where Alex represented beef's role in a healthy diet and incorporating it into New Year's resolutions. We wrapped up January by participating in their Health Fair and Expo at Jefferson Mall. In March, we focused on March Madness, Game-day recipes.

Through our partnership with WDKY/Fox in Lexington, we also had the opportunity to appear on Live from Chevy Chase, where Alex presented heart-healthy beef recipes. This is a quarterly partnership and is also posted to their social media accounts following.

FCS Trainings

Last week, we attended the annual Professional Development Week for Family and Consumer Science (FCS) Extension Agents through the University of Kentucky. Despite inclement weather leading to the cancellation of PD Day in Carter County, which will be rescheduled for later in the year, Kelly was able to attend sessions in Daviess and Boone County, conducting a three-hour Beef Basics training. During these sessions, we provided resources, industry insights, and worked from Pasture to Plate to explain the beef industry. In total, we trained 86 FCS agents across Kentucky and will work to reschedule the canceled session to meet with an additional 45 scheduled agents. Feedback from these professional development events was overwhelmingly positive, and we have already had extension agents in numerous counties contact staff for more information.

KHSAA

Beef is the preferred protein for Kentucky high school athletics. In the beginning of December, we were able to attend KHSAA Football State Championships. There, we were able to interact with families, athletes, coaches, and others. Through this partnership we received the in-game promotion with the flex-cam, in-game LED signage, and one gameday setup.



Rupp Arena · Follow

2d · 🌐

🏀🔥 The best of Kentucky high school basketball is took center court at Rupp Arena! The KHSAA Girls' State Tournament brought the action. 🎉👏



👍❤️ 38

8 shares 27.8K views

This year we were excited to see our in-game and out-of-game activation measures coming to fruition. Throughout March 12-15 and March 26-29, we are tabling at the KHSAA Girls and Boys Basketball State Championships. Outside of our tabling efforts for our included gameday setup, we have one on-court promotion (Beef. It's What's for Dinner Flex Cam), Banners (Packed with Protein Student Section on each end), LED Ribbon Board signage, LED Courtside





signage, and radio assets (one :30 spot, one feature entitlement, and one live read). Thus far we have had a great response to our presence at high school athletic events and hope that we can continue growing our relationship, possibly in sports nutrition going forward. The Packed Protein Student Section has been a standout of this partnership bringing the groups together. The girls tournament had a turn out of approximately 30,000 players and fans. They are

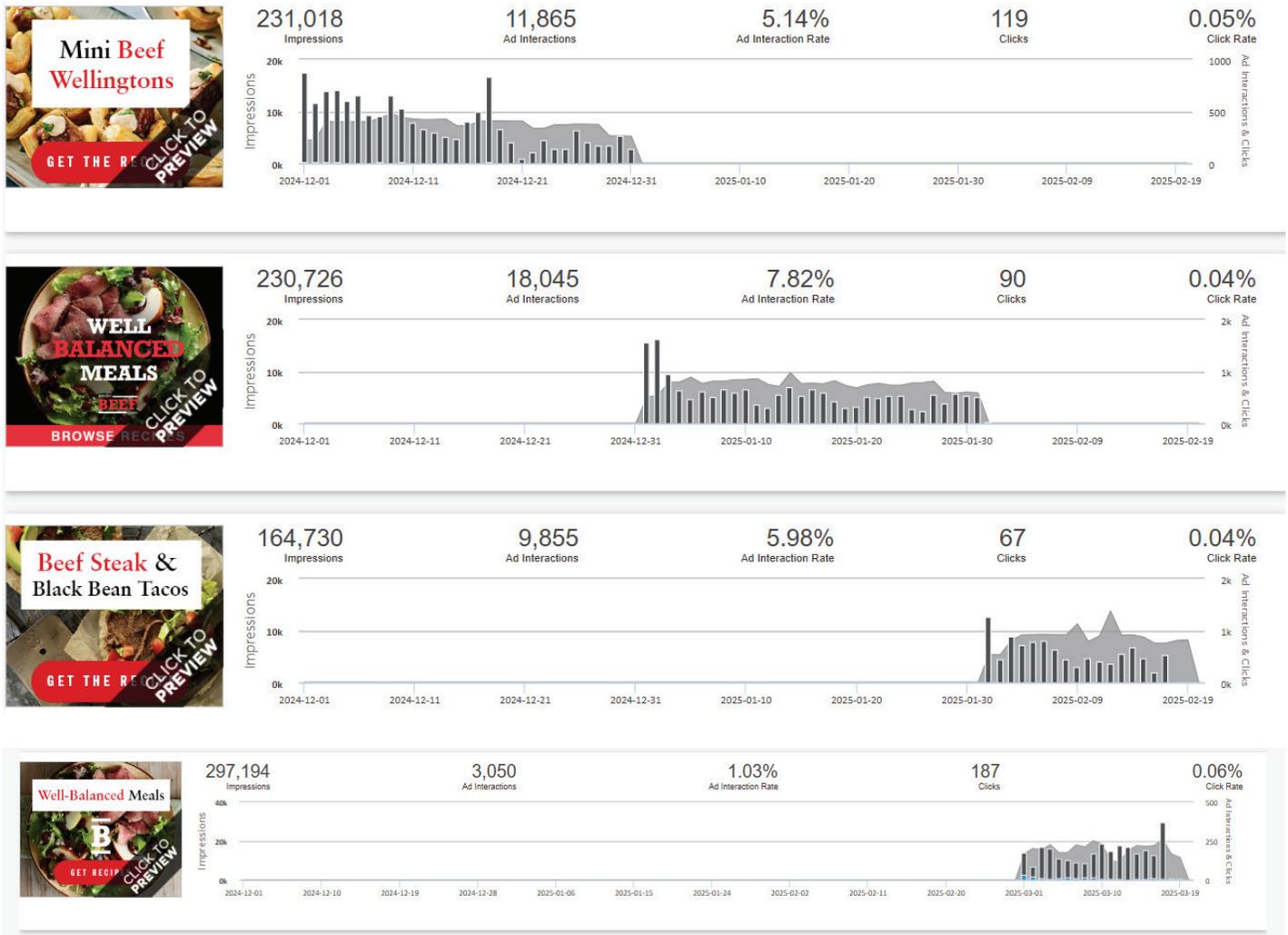
anticipating a crowd of over 100,000 for the boys tournament.

The signage at these tournaments has created a reach that goes farther than KBC's and the 4 walls of Rupp's reach. The photo example shows the Protein Packed, KBC logo on Rupp Arena social media. This is just one example of signage hitting other media outlets. We have also seen this in the Courier Journal, local newspapers, and other larger social media pages. Rupp Arena alone has an additional following of 300K that will see Beef signage.

Spectrum Update

We continue to invest in digital advertising through display ads, TV networks, and streaming services. This approach enables us to reach key consumer hubs across the state, including Louisville, Lexington, Bowling Green, Owensboro, Newport, and more. By leveraging these platforms, we can effectively showcase the beef industry in a way that resonates with consumers.

Over the past three months, we have seen overwhelming support for the new Mini Beef Wellington recipe. This insight will be valuable in shaping future campaigns, allowing us to better target emerging



recipes and food trends.

Seeing a decrease in link clicks through our advertising, we took the time to meet with our contact at Spectrum and discuss ways to improve insights. As of March 20th, we have already seen an increase in ad interaction and clicks from the previous periods, having already just in 20 days, 187 clicks.

Derby Burger

The 2025 Derby Burger Winner has been crowned. On March 10th, the four derby burger finalists met at Kroger for the live cookoff. Over fifty submissions were received, then narrowed down to eight finalists. Those finalists were then voted on by the public to decide the final four. Each contestant cooked their burgers, presented the final product to the judges, and were judged on ease of preparation, creativity, taste, and overall appeal. Kelly Baird was present on the day of and did 4 news interviews during the live event on WDRB (Lou). Ira Mowman of Louisville, KY was crowned the 2025 Derby Burger Champion. Mowman prepared the Kentucky Fiesta Cheeseburger that wowed the judges and went home as the Official Derby Burger. This burger is prepared using a Kentucky Cattleman's Ground beef patty seasoned with Dan-o's Chipotle Seasoning, rosemary, and salt, topped with avocado spread, pico de gallo, 80 Acre Farm's Romaine Calm Blend, on a sesame seed bun. Mowman has and will join the beef council on upcoming news and media events, and the burger will be served at upcoming Derby Festival events such as BourbonVille and Taste of Derby Festival and will be sampled at Kroger leading up to the Derby. This burger is also sold at Fest-a-Ville, on the waterfront leading up to the Derby.



Beef Month

Beef month is quickly approaching. We are adding dates to the calendar, eager to celebrate your producer story and beef in Kentucky. This year we are again highlighting four beef recipes throughout the entirety of the month. Following our consumer dashboard, that shows relevant research on what consumers want to see, we decided to highlight four, easy, cost-effective, recipes utilizing lesser known or utilized cuts of beef, and more economical options. We will also continue attending more beef month events. We currently have the dates listed below, if there is something happening in your area that you would like KBC support or attendance please contact kbaird@kycattle.org and let Kelly know.

- April 30th:** Proclamation Signing with Governor Beshear
- May 5th:** Proclamation Signing with Commissioner Shell
- May 8th:** Hinton Mills Beef Day
- May 12th:** Shelby County Beef Day
- May 15th:** Montgomery County Beef Day
- May 16th:** Henry County Cattlemen's Beef Month Event
- May 24th:** Beef Night at the Ballpark

Beef Night at the Ballpark will be on May 24th at 7:15pm this year at Slugger Field. If you are interested in attending, please contact kbaird@kycattle.org to reserve tickets, or be on the lookout for a link in the checkoff update monthly email.



Talkin' Tops, WBKO Segment

Through our partnership with WKU athletics, we were also able to go to WBKO in Bowling Green and do a segment highlighting game-day recipes and resources that KBC has on their network through the Talkin' Tops show that airs on Saturday mornings. Kelly was able



to appear on this. WBKO highlights their Talkin' Tops segment on their website as well. This was a great opportunity for our staff to be in Bowling Green, and meet representatives at WBKO for even more potential work throughout the year.

