

# KENTUCKY **BEEF** COUNCIL

APRIL 2024

## BEEF SPOKESPERSON & ADVOCACY TRAINING

KBC will soon be launching a Beef Advocacy Training Program. The goal of this program would not only be to share training resources with those interested in becoming more of an advocate but also to create a core group of individuals whom KCA/KBC could turn to for public engagement, interviews, subject expertise, events, and more.

The program would include regional meetings, panels, workshops, in-depth training (media training/check-off training), “on your own” training (MBA/BQA), developing your individual story and voice, and more. Ideal timeline for planning

Currently, KBC is seeking participants to form a committee to help finalize details regarding the program and aid in the selection of participants.

Planning Timeline is as follows:

- May/June 2024 – Committee Meeting
- September 1, 2024 – Release applications
- September 30, 2024 – Close applications
- November 2024 – Inform selected participants
- January 2025 – Begin program at KCA Convention

If you are interested in joining the planning committee or would like to learn more, please email Amelia Carter at [ACarter@kycattle.org](mailto:ACarter@kycattle.org)

## PRODUCER SPOTLIGHT VIDEOS

Filming of producer spotlight videos are underway. We are currently working with seven families to tell their unique farm stories. The filming for 12 Mile Beef of Campbell County/the



Bezold Family has been completed and edits are underway. The remaining six families we are currently working with are from Clark, Henry, Logan, Marion, Webster, and Wolfe Counties. The video releases are set to being in May during Beef Month.

If you know of someone who would be a good fit for a producer spotlight video, please email Amelia Carter at [ACarter@kycattle.org](mailto:ACarter@kycattle.org)

## RIPS FARM CENTER CUSTOMER APPRECIATION DAY

KBC had the opportunity to set up a booth at Rips Farm Center Customer Appreciation Day on April 5th.

Approximately 300+ producers were in attendance. KBC was able to speak to a large variety of producers and give away recipes, eat beef license plates, check-off information, KBC branded gloves, cow ears, stickers, and more. Additionally, KBC held a raffle for specialty items including cattle sorting sticks, cast iron skillets, and casserole carriers. Everyone in attendance was given 1 ticket with the ability to earn up to 4 if they followed KFB on social media platforms or signed up for the KBCs consumer newsletter.



## BEYOND THE BLUEGRASS TOUR

May 8-11: 20 producers attended the Inaugural Beyond the Bluegrass Tour. This year's tour took place in Kansas.

- NextGen Cattle Co – Paxico, KS
- Fink Genetics – Randolph, KS
- Knight Feedlot – Lyons, KS
- Kansas Ethanol – Lyons, KS
- Creekstone Farms Premium Beef – Arkansas City, KS
- Cargill Innovation Center – Wichita, KS
- Tallgrass Prairie National Preserve – Strong City, KS
- Livestock Marketing Association – Overland Park, KS

Staff attendance: Rachel Cain (KCA), Jake Harrod (KBN), Amelia Carter (KBC), Alex Scott (KBC), Olivia Allen (KCA)



## LIBERTY AGSTRAVAGANZA

We attended the Liberty Literacy Agstravaganza event. There were 747 children registered at the door, excluding family members and other adult guests. Kelly was able to discuss beef education and literacy at the event, handing out promotional materials such as cut charts, nutritional information, and coloring sheets. Although this was only a two-hour event, we were able to interact with many community members and other commodity organizations.



## DERBY BURGER MEDIA WITH WHAS11

Kelly was invited to speak on WHAS11 (Louisville Area) alongside staff from the Kentucky Derby Festival, Kroger, and Stacy Hoehle, the 2024 Derby Burger Champion. She was able to discuss entry requirements and what efforts Kentucky Beef Council participates in. This was a great media opportunity at no cost to the checkoff.



## DERBY BURGER ENDCAPS

There are endcaps at all Louisville area Kroger stores, and some other cities dispersed throughout the state. This endcap showcases the ingredients for the Derby P.L.T. Burger, a photo, recipe, and QR Code linking back to the KBC website. This is also showcasing Kentucky Cattleman's Ground Beef.

## KENTUCKY DERBY FESTIVAL EVENTS

Kentucky Beef Council Staff have been able to attend multiple derby festival events throughout the past few weeks to lead up to the eventual race on May 4th.

Kelly Baird and Bradon Burks headed to Kroger where they were able to give 240 samples of the 2024 Derby Burger. They



were outside the meat department and were able to discuss beef consumption in general to shopping consumers.

Kelly Baird and Kenny Allen then headed to Bourbonville, where they also handed out 240 samples of the Derby Burger. This event was held at Fraiser History Museum. Event attendees raved highly about the Kentucky Cattleman's ground beef, and spoke highly of beef in their diets.





Then Kelly Baird, Kenny Allen, and Amelia Carter attended Taste of Derby Festival where they prepared 800 samples of the Derby Burger. This is also a ticketed event, many consumers raved about the burger sample and spoke highly, that our booth was their favorite spot for multiple years.

At each of these events, we were able to discuss KBC efforts, where to purchase beef, and referred consumers back to our website.

Kelly Baird was also able to attend the invitation required, morning line interview event held at Churchill Downs in Louisville. At this event, sponsors were invited to interview 25 present radio stations from across the state. These interviews were both recorded and live and spoke about KBC's efforts in the state.

We recorded our twelve segments that will air each week of the summer from Memorial Day to Labor Day. Kelly Baird, Bradon Burks, Amanda Hall (producer), and Whitney Peck (Junior Cattleman's Member) filmed segments covering grilling tips, marinating efforts, family friendly recipes. Look out on the WKYT website and live for these recipes to be showcased and highlighted.

### TARGETED ADS

Since April 1st, we have had a targeted ad running for the Derby Burger, leading up to derby day on May 4th. Thus far, this post has received over 49k views, and has the following activity. We are satisfied with the impressions we have seen through the advertisement.

#### Post engagements



#### Link clicks



#### Post reactions



#### Post shares



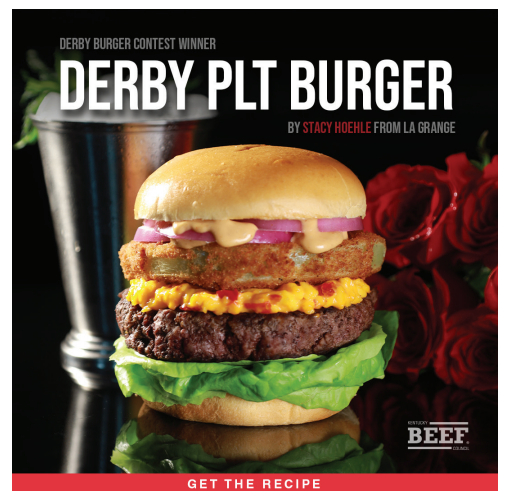
#### Post comments



#### Post saves



#### Follows or likes



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

Know the Facts  
About Beef

**Misunderstood Fat Profile of Beef**

Although it is true that beef is a source of saturated fat, it is not as well known that more than half of beef's fatty acid content is made up of monounsaturated fat, a heart healthy fat. Additionally, one third of beef's saturated fatty acid content is stearic acid which has been shown to have a neutral effect on total and LDL cholesterol. Today's beef is leaner than ever thanks to advancements in cattle breeding and feeding as approximately 65% of whole muscle cuts sold in the grocery meat case are considered lean.<sup>1</sup>

It can also be helpful to understand the difference in fat profiles of grass-finished vs. grain-finished

**FATTY ACID CONTENT COMPARISON\***  
Grain- and Grass-finished Beef  
(grams/100 grams raw beef)

**HEALTH PROFESSIONAL E-NEWSLETTER**

The third health professional nutrition newsletter focusing on misconceptions of beef was sent out by Alex Scott. In the last month, the health professional newsletter has gained almost 400 subscribers, totaling over 800 subscribers. This newsletter reaches health professionals in Kentucky, Tennessee, and Michigan. The open rate for this month's newsletter was 36.9% which is in line with the average open rate for health professional emails. The click rate, which is the number of times a reader clicks on a link in email, was 1.1% which is also in line with the average click rate for this population. Health professionals are most likely to click on recipe collections, handouts, and links to resources included.

**PRESENTATION TO WKU STUDENTS**

On Wednesday, April 17th, Alex Scott presented on the nutrition and flavor profile of beef to 45 dietetic, hospitality management, and consumer science students at Western Kentucky University. A producer, Joe Lowe of Oak Hollow Angus, was brought in to discuss the science and sustainability of beef and do a Q&A with students. Hospitality Management and Dietetics Instructor, Matthew VanSchenkof, prepared lean strip steak and a roast for students to do a beef taste testing.



**THE YARDS CLASSROOM**

As of 4/23/24, we have had 567 students from 9 states attend a formal visit to the YARDS Classroom, with the most recent being 56 first graders from Walnut Creek Elementary in Liberty, KY. We are eager to continue having more attendees and groups to book and come as we get closer to summer time with various leadership groups getting started. Email Bradon to book a group at bburks@kycattle.org.

**BEEF IN THE CLASSROOM REIMBURSEMENT GRANT**

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 4/22/24, this program has reached 5 classrooms, 300 students, reimbursing \$692.35 worth of beef.



**FCCLA STATE CONVENTION**

Alex Scott and Bradon Burks were 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 BIWFD t-shirts to all attendees, students and teachers.

**"GATE TO PLATE" WITH UK AG EDU, AND UK MEATS LAB**

During this educational three day event, 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.

**2024** **GATE TO PLATE**

FOR MORE INFORMATION AND TO REGISTER:  
[HTTPS://BIT.LY/2024AgEdGATE2PLATE](https://bit.ly/2024AgEdGATE2PLATE)

**LEARN HOW "WHAT'S FOR DINNER" GETS TO THE TABLE!**  
 JUNE 10 - 12, 2024

JOIN US THIS SUMMER AT THE UK MEAT LAB FOR A PROFESSIONAL DEVELOPMENT OPPORTUNITY TO LEARN BEEF PROCESSING SKILLS AND TECHNIQUES.

SPONSORED BY:

Day two will be focused on carcass breakdowns and better understanding beef grading. Teachers 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.

**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.

**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.

**"BQCA/KBC" WITH KBN AND UK BEEF SPECIALISTS**

These PD's will be designed to help Ag teachers become better equipped to train their students in the areas of BQCA. Our hope would be that teachers come away with hands-on activities they can utilize in classroom curriculum.



**KENTUCKY BEEF COUNCIL'S AG TEACHER PROFESSIONAL DEVELOPMENT**

This **Agriculture Teacher Professional Development** is designed to showcase how you can incorporate hands on beef quality care and assurance practices within your own classroom. We will also take a deep dive into opportunities that are available for your students within Kentucky Beef Council's/ Kentucky Cattlemen's Association's programming.

**BARREN CO. EXTENSION OFFICE**  
 JUNE 24, 2024: 9:00 AM (CST)

**BARREN CO. EXTENSION OFFICE**  
 1463 WEST MAIN STREET, GLASGOW, KY

**MADISON CO. EXTENSION OFFICE**  
 JULY 1, 2024 • 9:00 AM (EST)

**MADISON CO. EXTENSION OFFICE**  
 230 DUNCANNON LN, RICHMOND, KY

**REGISTRATION IS FREE • SPOTS ARE LIMITED • SCAN QR CODE TO REGISTER**