

KENTUCKY BEEF COUNCIL

MAY 2024

WAVE 3

In our April segments, we were able to cover and highlight the youth. Kelly discussed kid-friendly recipes, that are easy to make at home right in time for the end of the school year. Bradon then discussed youth education opportunities at KBC and opportunities to get involved at the YARDS classroom.



In April, registered dietitian Alex Scott discussed beefing up your burgers nutrient profile by adding non-traditional burger toppings.



How to Entertain, Derby Week Sponsor

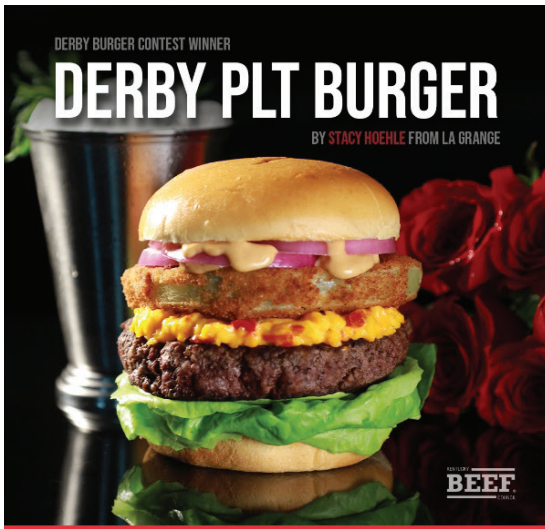
This year the Kentucky Beef Council was the How to Entertain sponsor leading up to Derby Day at WAVE3 News in Louisville. Throughout the week leading up to the derby, we had nine, eight-

minute segments. Throughout these segments the goal was to highlight the beginning of beef month, entertaining with beef on every occasion and time, and overall cooking tips and tricks. On the first day and the first three segments, Kelly discussed beef recipes perfect for breakfast, beef on the go recipes, and food safety. On day two and the next three segments, Kelly was joined by the 2024 Derby Burger champion to discuss the Derby P.L.T. Burger, Alex discussed beefing up your burgers' nutritional value, and Kelly finished the day with appetizer recipes perfect for derby day. On the final day and the final three segments, Kelly discussed marinating tips and tricks, grilling tips, and highlighted beef month and beef month recipes. All of these segments, once broadcast live, are held and showcased on WAVE3's website.

Targeted Email

Each month, we send a targeted email to WAVE3's email list. For our most recent email highlighting the derby burger and beefing up your burger's nutrient profile, there were 28,571 email sends. There were then 6,106 opens, and 610 clicks. Of those clicks, 293 were to the derby burger page on kybeef.com, 239 were to the health and wellness page on kybeef.com, and 78 were to the home landing page on kybeef.com.





GET THE RECIPE

Try the 2024 Derby Burger Challenge Champion Burger, the Derby P.L.T. Burger. With pimento cheese, a fried green tomato, remoulade, and lettuce, this burger is sure to satisfy every craving. Ready, set, go find the following ingredients sure to make this Derby season in Kentucky extra special.

Ingredients:

- Kentucky Cattlemen's Ground Beef
- Dan-O's Spicy Seasoning
- Brioche Buns
- Butter Lettuce Leaves
- Fried Green Tomato Slices
- Remoulade
- Pimento Cheese
- Red Onion

GET THE RECIPE

Beef up your Burger's Nutrient Profile

Did you know that burgers and sandwiches are the top source of important nutrients such as protein, calcium, potassium, fiber, whole grains, dairy, vitamin D, and vegetables? Beef up your burger with even more nutrition and great flavor by adding creative toppings and sauces.

Simple ways to beef up your burger:

- Choose 3-4 oz. of 85% or leaner ground beef
- Add layers of crunchy, vibrant vegetables like spinach, carrot slaw, or red pepper
- Top with flavorful fruit like pineapple, mango, tomatoes
- Low fat cheese, avocado, or hummus for creaminess



LEARN MORE



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Derby Burger Samplings

On May 2nd and 3rd, Kelly and Kenny handed out derby burger samples at Kroger Middletown leading up to derby day. Over these two days, we handed out over 300 samples. We were able to set up directly in front of the meat department, and the derby burger endcap. This endcap held all the ingredients and recipe to make the derby burger. We perceived a spike in the purchasing of KY Cattlemen's Ground Beef as well. Throughout the month of April and May we were able to hand out more than 1600 derby burger samples.

Targeted Facebook Ads

In April leading up to the derby, we had a constant Derby P.L.T. Burger ad. This was ran on Facebook and Instagram and had a reach of 61,044. Of those, 2,262 clicked the link and were led to kybeef.com. This was targeted to individuals in KY age 18-65+, interested in beef, recipes, cooking, food, drink, nutrition, and burgers.

Due to a request from NCBA to halt paid social media advertising, we had to pause paid targeted ads on Facebook and Instagram. We have started a beef month targeted ad as of May 14th!

Beef Month Proclamation Signings

On May 1st, at the KY State Capitol in Frankfort, Governor Andy Beshear proclaimed May as Beef Month. Producers, KCA leadership, KCA staff, and legislative staff were present.

On May 6th, Ag Commissioner Jonathan Shell proclaimed May Beef Month. In addition to the proclamation signing, Commissioner Shell hosted a cookout and provided lunch for his staff. KCA leadership, KCA staff, and all KDA staff were present.



Featured Recipes

Throughout Beef Month we are featuring four recipes. These are the recipes we highlight at every event, news station, media opportunity, and cooking event. We have specific recipe cards and the website is updated to showcase these on kybeef.com/beef-month.



Hinton Mills Beef Day

On May 9th, Hinton Mills hosted their annual Beef Day. Amelia, Kelly, and Charity were present. This event started with a celebrity cookoff. Teams from the Department of Agriculture, Department of Fish and Wildlife, Retail Federation, and Chamber of Commerce competed. These teams prepared beef month highlighted recipes. In addition, there were four radio stations present that continuously streamed to listeners in the area. Following media interviews and the celebrity cookoff, the Fleming County Cattleman's Association served lunch. KBC was set up with the beef bus, trivia wheel, and give-aways.



Simpson County Cattleman's Event

On May 10th, Kelly headed to Simpson County Cattleman's Event in Franklin, KY. In their town square, they were serving ribeye sandwiches, selling t-shirts, and had live music. We were set up with the beef bus and give-aways. We were able to discuss beef month events and information.

Beef Night at the Ballpark

On May 11th, we hosted a sponsored Bats Ballgame at Slugger Field. Beef night at the ballpark showcased Kentucky beef producers and celebrated beef month in KY. Bradon, Amelia, and Charity were present, alongside producers from all ends of the state. Overall, 163 tickets were sent to producers and their families. Throughout this evening, we had many activations in-game and out-of-game. At the game there were digital ribbon board displays, field video board displays, game day program ads, outfield premium fence signing, social media posts highlighting the game, in-stadium set up with the beef bus and tables, website promotional calendar through the bats, in-game interviews, ceremonial first pitch, a sponsored firework show, a Dare-to-Care donation presentation, and an on-field promotion in the middle of the game. Thank you, Ryan Miller, for participating in the radio interviews and completing the ceremonial first pitch.



Shelby County Beef Day

On May 13th, Amelia, Kelly, and Charity traveled to Shelby County for their annual beef day. There, we were able travel with the beef bus and hand out give-a-ways and discuss the beef industry. The Shelby County Cattleman's Association served lunch in celebration of beef month for their community. 420 lunches were served.



WKU

Danny and Kelly were able to travel to WKU and film a video with Big Red, the Western Kentucky University mascot. This video is in the works and will be shared beginning in the fall. After some strayed communication, we are working to continue development of our relationship with WKU athletics.



Spectrum Ads Update

From March to April, we saw a large increase in stats from Spectrum. Spectrum is the majority of our digital advertising. For April, our digital advertising highlighted the Derby Burger. Although we pay for certain impressions, the statistic I'd highlight is the ad interactions, clicks, and engagement, this increase in organic. After having time where Spectrum ads were not working, we are glad to see this increase.



	MAR 24	APR 24
Impressions	559,381	747,222
Ad Interactions	5,890	8,081
Clicks	431	700
Engagement	6,347	8,796
Site Visits	457	710

THE BEEF REPORT

HAPPY BEEF MONTH!

In May, we celebrate beef month in KY.

There are over 32,000 beef farmers and producers in KY, working tirelessly each day to ensure a safe, efficient, and wholesome food supply. In May, we celebrate those farmers that make sure the food we have on grocery store shelves is safe to consume.

Celebrate beef month by eating beef!

This May we are highlighting four featured recipes, perfect to showcase the versatility of beef in every diet. These recipes are packed with flavor, heart-healthy lean cuts, and cost-effective ingredients. These recipes are sure to satisfy and feed your family.

Try new recipes, celebrate beef month. Happy May!



Consumer Newsletter

On the first of every month, Kelly sends a consumer newsletter to a KBC Consumer email list and KCA leadership. This May, 2,214 emails were sent with a 42% open rate. The industry average is 37% open. Moving forward, we hope to grow our email list and have more consumers join. Out of this percentage, over 150 individuals clicked on links in the email. 76% of those clicks were to recipes.

WHAS11

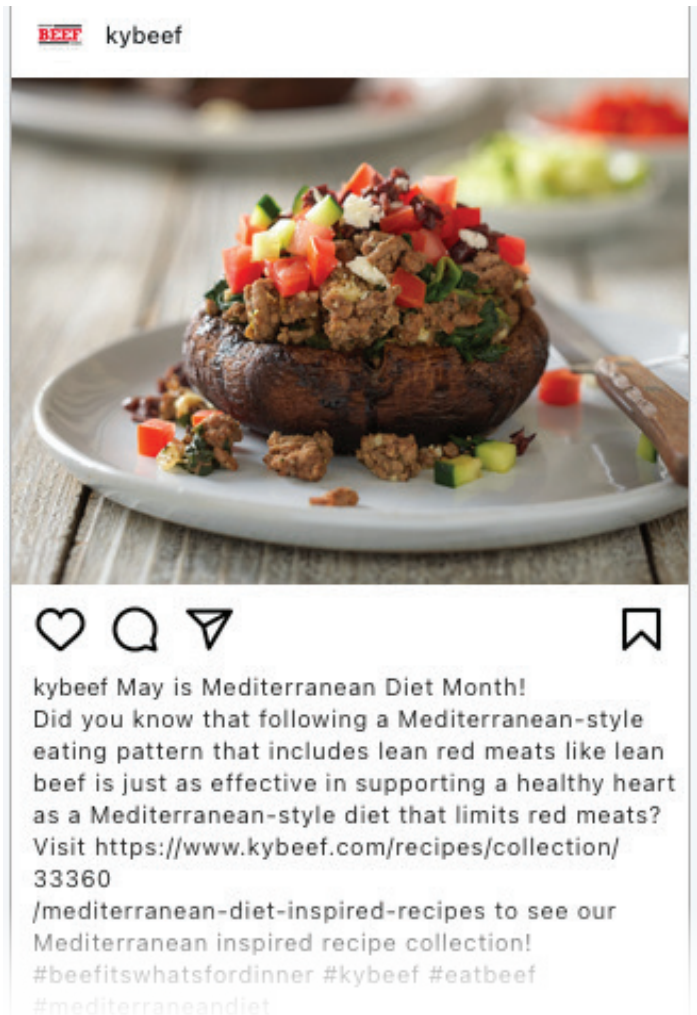
WHAS11 gave us a bonus spot on their show "Great Day Live" in celebration of beef month. Kelly went on their show and highlighted beef month recipes, what beef month means in KY, and how to celebrate alongside our hardworking KY beef producers.



SEGMENT SPONSORED BY:
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Nutrition Focused Social Media Posts

In March Alex Scott RD started developing at least two static nutrition focused social media posts per month. This includes at least one general nutrition post, and one sports nutrition focused post, as well as opportunities for health professionals posted when relevant, including upcoming webinars, opportunities for continuing education credits, and free resources. .



Nutrition Focused Newsletter Columns

In April, Alex Scott RD began contributing nutrition focused columns to the monthly KBC consumer and team beef newsletters. For the consumer newsletter she contributes a general nutrition focused column where she shares relevant information on fitting beef into a healthful diet. The May consumer newsletter column highlighted beef's place in a Mediterranean-style eating pattern for Mediterranean Diet Month. For the team beef newsletter, she contributes a sports nutrition focused column where she shares information on beef as a great source of protein for athletes. Topics include properly fueling and recovering with protein, pre/post activity snacks, importance of hydration, healthy protein and carbohydrate pairings, and more.

May is Mediterranean Diet Month!



The Mediterranean-style eating pattern is often described as being rich in fruits, vegetables, whole grains, nuts/seeds, olive oil, and lean meats. You may have heard that we should increase poultry and fish when following this style of eating pattern, but did you know that Mediterranean countries eat the same amount of red meat or more as the United States?!

Recent research has found that pairing fresh lean beef with more fresh vegetables and fruits, whole grains, and oils can even support a healthy heart.²

Celebrate Mediterranean Diet Month by trying this Mediterranean-inspired (and Beef Month Featured) recipe for **Beef Meatball Kabobs**! You can find more Mediterranean-inspired and lean beef meals at kybeef.com.

YARDS Classroom

As of 5/14/24, we have had 590 students from 9 states attend a formal visit to the YARDS Classroom, with the most recent being 18 first graders from Lower Elementary in Liberty, KY. We are eager to continue having more attendees and groups to book and come as we get closer to summertime 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 6 schools, 572 students, reimbursing \$1,139.70 worth of beef.

KAFCS Annual Meeting Presentation

Bradon Burks attended the KY Association of Family and Consumer Sciences Annual Meeting. During this visit, FCS teachers, extension agents, and industry leaders were able to hear about 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.

Teacher PD's

“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. 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.

“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.

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.

Kentucky Beef Council Youth Leadership Program

The Kentucky Beef Council is excited to host another 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. 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. Attendees will be selected through an application and potential interview process. Hotel and travel will be covered by the Kentucky Beef Council. Attendees will be responsible for some meals. The application deadline is June 12th, 2024, and the formal travel agenda will be released to those selected.

