



Council Connection

KENTUCKY BEEF COUNCIL

The Council Connection is a quarterly publication of the Kentucky Beef Council.

For more information about any of the articles featured in Council Connection, please call 859-278-0899 or e-mail wbrown@kycattle.org.

KY Beef Farmer Spotlight: Henry Knight

Kentucky beef farmers work every day to protect and conserve the environment and they are “Everyday Environmentalists.” We would like to tell you the story of a beef farmer in your area, Henry Knight, owner of Knight Farm and a sixth generation beef farmer whose farm has been in his family since 1782. Kentucky’s 40,000 beef producers’ workplaces extend over fields and valleys, and across rivers and Kentucky Bluegrass grasslands, so taking responsibility for the natural resources that surround them gives cattlemen the most productive “office space” possible.



who provide beef to Laura’s Lean program, raise cattle on all natural grains and grasses and never give antibiotics or growth hormones to their cattle.

“Knight is just one example of the way beef is raised to meet consumer needs while maintaining their commitment to the environment. Beef producers are on the front lines of the environmental movement and have always been ‘green,’ even before it

became a buzz word because their homes, families and livelihoods are tied to taking care of the land,” says Alison Smith, director of consumer affairs for the KBC.

Kentucky is home to over 1.16 million beef cows with a total cattle inventory of some 2.40 million head. Cattle producers generate more than \$605 million dollars in cash sale receipts in 2007. The important thing to remember about the cash receipts from cattle is that these dollars stay in Kentucky to support the state economy, according to Alison Smith.

“Kentucky beef producers are also national leaders in natural resource conservation,” Smith added. To date, four Kentucky beef-producing families have been recognized as national or regional winners of the annual Environmental Stewardship award, which has been sponsored in part since 1991 by the USDA National Conservation Service and the U.S. Fish and Wildlife Service.

Knight runs 175 cow/calf pairs, replacement heifers and bulls on 680 acres in Jessamine County. Among other conservation efforts, Knight participates in the USDA’s voluntary Wildlife Habitat Incentive Program (WHIP), which works with land owners to develop or improve wildlife habitat. When you visit Knight’s farm, his pride for his land and the work he does is apparent in the many conservation programs he has implemented, including restoring wild turkey’s to his land, restoring natural water sources and conserving the land that was granted to his great-grandfather, James Knight during the Revolutionary War.

Knight is one of a U.S. Network of 750 farmers who supply beef for the Laura’s Lean Beef Program. Products from this Lexington-based company are now sold in 6,500 stores in 47 states. Farmers like Knight,

Continued on page 2.

Beef Farmer Spotlight Continued...

As the news and media show the beef industry in a negative light more and more, producers like Knight realize the importance of telling their beef story. In April of last year, the KBC held it's first "Meat Your Neighbor Educational Tour" and Mr. Knight participated as one of 4 hosts that media, health influencers and legislators visited.

Kentucky is home to over 1.16 million beef cows with a total cattle inventory of some 2.40 million head. Cattle producers generate more than \$605 million dollars in cash sale receipts in 2007. The important thing to remember about the cash receipts from cattle is that these dollars stay in Kentucky to support the state economy, according to Alison Smith. Kentucky beef farmers are also national leaders in natural resource conservation,"



This is the first pond of many which is used for water Quality restoration and wildlife habitat in the WHIP Conservation program.

Smith added. To date, four Kentucky beef-producing families have been recognized as national or regional winners of the annual Environmental Stewardship award, which has been sponsored in part since 1991 by the USDA National Conservation Service and the U.S. Fish and Wildlife Service.

About 98 percent of U.S. farms are family owned and handed down from generation to generation. So good business practices, like environmental stewardship, signal a commitment both to families and consumers around the world, since each U.S. farmer now feeds 144 people worldwide, Smith explained.

"Food Fight/Give Thanks" Campaign a Success

The checkoff's Food Fight effort, which centered around beef producers, dairy farmers and importers using their voices in the debate, and putting a face on the industry, resulted in a few highlights: On MyBeefCheckoff.com, a specific landing page was created for state beef councils and producers. In just four days, the page received more than 1,900 page views as a result of e-mails sent, banner ad click-throughs and trade media coverage of the program. Hundreds of consumers were allowed to "give thanks" on a message board created on explorebeef.org. Social media posts were fast and furious. As a result, our give thanks Facebook flair has 276 users. Over 35 interviews were made and over 25 major beef ag trade publications aided awareness at the National Association of Farm Broadcasters meeting. Farmers



and ranchers became involved in their local communities by placing ads in newspapers, handing out "Give Thanks" business cards and posting on social media. Baxter Black recorded a Public Service Announcement that aired on many radio stations around the country. 17 states including KY encouraged the Governor or Ag Secretary to sign a "Give Thanks" proclamation declaring Nov. 20 "Thanks a Farmer Day." Kentucky Beef Producers were also involved with this campaign. Producers

were encouraged to send in letters to the editor, advertisements and hand out business cards with the "Give Thanks" message attached. Governor Beshear proclaimed November 20 "Thank a Farmer Day" in the Commonwealth. Farmers were encouraged to keep the campaign alive even through the Christmas Holidays.

Texas Roadhouse and Kroger Honored by KBC

Kroger MidSouth Division and Texas Roadhouse Inc., a Louisville-based restaurant chain, received 2009 Beef Backer awards from Kentucky Beef Council during the Kentucky Cattlemen's Annual Convention. The retailer and restaurant chain are now in the running for national Beef Backer awards; those winners will be named later this month in San Antonio, Texas.

Kroger has 165 stores in its MidSouth Division, which includes Kentucky, Tennessee, Indiana and Illinois. In 2009, the division sold more than 42 million pounds of beef, an increase of 11.5 percent over the same period last year. Kroger featured beef in 48 of 52 weekly ads it ran during the year. The retailer worked closely with the Kentucky Beef Council and through its entire division, promoting beef nutrition, flexibility and economy in a variety of in-store and out-of-store activities in 2009. Kroger also provided all the beef for the beef council's meat case display at the state fair.



Some 49 percent of Texas Roadhouse menus feature beef. The company, which currently operates 330 U.S. restaurant units in 46 states, relies on in-house meat cutters to hand-cut steaks daily. The company also takes care to feature properly aged Choice beef and cuts all of its beef menu items in-house. For the past two years, Texas Roadhouse has demonstrated how to cut beef at home for some 600,000 fair goers, and passed out samples of beef as well, in cooperation with the beef council and Kentucky cattlemen. Restaurant representatives have also participated in beef programs as

guests on Secrets of Louisville Chefs Live! a local TV program.

Pictured above: Alison Smith, KBC; Diane and Travis Doster, TX Roadhouse; Steve Downs, KBC Chair

Pictured Below: Alison Smith, KBC; Greg Osborn, Jerry Chandler, Joe Hildesheim, Kroger; Steve Downs, KBC Chair

"I HEART Beef" Campaign to Kick Off

February will bring the start of a new campaign that hopes to bring America's love affair with beef to light! The goal of the "I Heart Beef" campaign is to ignite a conversation about the love of lean, heart- healthy beef through different media and social media aspects, contests and promotions.

KBC will remind consumers February is the perfect time to celebrate love for beef by recommending beef recipes such as the "T-Bone for Two." Staff will use Twitter and Facebook to tag messages about the benefits of beef, and have a contest with health influencers to "Tell their love story" about beef.



Health influencers will also have the opportunity to sit in on a Protein Webinar for new information and insight to the latest research on beef nutrition.

Along with these activities, KBC will also be working with Retailers and food service facilities with promotions such as "Beef,

Brew and You" with Texas Roadhouse and delivering key messages on "What's For Dinner Wednesdays" with Meijer and Fox 56.

The campaign is expected to take place throughout the summer months and will be included in many of the summer grilling promotions and activities that KBC will do as well.

Council's Corner

The Cattlemen's Beef Promotion and Research Board is dedicated to improving producer profitability, expanding consumer demand for beef, and stretching beef's position in the marketplace. The board is made up of 106 checkoff paying volunteers who help make decisions to make sure that beef is kept center-of-plate. Al Pedigo is one of two representatives for Kentucky that sit on the Cattlemen's Beef Board. Al has served on the board for five years.

Al and his family operate Pedigo Farms in Scottsville. His mother is still very active and is partner in land ownership. On the farm, the family runs a 250 head cow herd and backgrounding operation. Along with running cattle, they grow tobacco, corn and soybeans. Al and his wife Delores, a 6th grade teacher, have three children, Chasity, John and Allison. Chasity is working in a managerial position at Walmart. John is a graduate of WKU and helps operate the farm. Allison is a junior in high school and is very active in softball, and Al loves to watch her play.

Other than farming, Al is very active in his church, and local community. He serves on the local planning and zoning committee, is involved with the Chamber of Commerce and Farm Bureau. He believes it's very important being active in the community and doing things as a family.

Al plays a very important role for the checkoff by serving on the CBB. He was nominated by Kentucky in 2005 where he represents all the people who pay into the checkoff. He serves on the Foodservice committee and the last two years, he has served on the operating committee which approves funding for all checkoff programs. "This is a challenge now because cattle dollars are down, therefore funds are down, just like here in Kentucky," says Al. "It makes for tough decisions on programming."

Al says he really enjoys being involved in CBB because it's a great way to get interaction with others from other states and learn about their industry, but also helping make decisions that will hopefully improve the beef industry. "We are all here for one goal of improving beef demand; making it profitable for cow/calf and backgrounding operations in Kentucky and other operations across the nation."

Kentucky Beef Council Upcoming Events

NCBA Convention
San Antonio, TX
January 27-30

KY-TN Retail/Foodservice Symposium
Murfreesboro, TN & Lexington
February 10-11

Dine and Dash Fox 41
Louisville
February 17

Bluegrass District Dietetic Assn. Meeting
Lexington
February 27

Campbell County Freezer Beef Program
Campbell County
March 15

Kentucky Public Health Assn Conference
Louisville
March 29-30

Staff

Dave Maples, Executive Director

Alison Smith, Director of Marketing

Whitney Carman, Director of Consumer Affairs

4



Kentucky Beef Council

176 Pasadena Drive
Lexington, KY 40503
859-278-0899

Come visit us on the web
www.kybeef.com
www.beefitswhatsfordinner.com
www.mybeefcheckoff.com

As the Qualified State Beef Council, The Kentucky Cattlemen's Association collects \$1 checkoff on each head of cattle sold. Fifty cents of the \$1 is sent to the Cattlemen's Beef Promotion and Research Board and fifty cents stays in the state of Kentucky. The \$1 is used at the state (Kentucky Beef Council) and national level to develop and implement programs in Promotion, Consumer Information, Industry Information, Producer Communication, Foreign Marketing and Research. No checkoff funds can be used for policy or any other governmental efforts.