

Media Advisory

August 1, 2011

What: **Kentucky Beef Council at the Kentucky State Fair**
Kentucky's 40,000 Beef Producers are once again the proud sponsor of the **2011 Gourmet Garden** at the Kentucky State Fair. The stage showcases daily educational and entertainment events from culinary professionals from across the state of Kentucky.

Along with the Gourmet Garden the Kentucky Beef Producers' will also host the **Beef Basics exhibit**.

Also this year, KBC will include a **Pasture to Plate** display and a **29 Lean Cuts Meat Case** so fairgoers can see how the beef they eat is raised as well as the nutritional benefits of eating beef.

When: The Kentucky State Fair runs from August 18th through August 28th. The Gourmet Garden is open from 10:00 a.m. to 6:00 p.m. daily. The **Beef Basics** exhibit is **open from 10 a.m. to 4 p.m. weekdays and 12 p.m. to 4 p.m. weekends**. The 29 Lean Cuts Meat Case and Pasture to Plate display is open 10 a.m.-6 p.m. daily.

Where: The **Gourmet Garden** is located in the air-conditioned South Wing Lobby A. The **Beef Basics** exhibit and **29 Lean Cuts Meat Case** are located directly behind the stage. The **Pasture to Plate** Exhibit is beside the Gourmet Garden Stage.

Who: The **Gourmet Garden** stage is for all fairgoers who are interested in food and want to learn tips, tricks and techniques from culinary professionals and extension agents. The **Beef Basics** exhibit is designed for children and adults of all ages. There's something for everyone. Fairgoers can also learn about beef from pasture to plate and the natural nutrients found in beef. They can also learn about the **29 Lean cuts of Beef** and SEE them!

Why: To educate consumers about Beef!

Interview opportunities: 5:00 am August 19th before the Commodity Breakfast and can be located at the Gourmet Garden Stage **10 a.m. to 4 p.m.** daily throughout the fair.

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