

Virtual Cooking Classes:  
Connecting with Consumers

In 2021, KBC had to pivot to meet consumers where they were. Throughout the winter and spring months, KBC held seven Virtual Cooking Classes, giving beef-loving Kentuckians the opportunity to connect with professional chefs Josh Moore, Ouita Michel, John Varanese, and Paco Garcia, registered dietitians Janine Faber and Chris Mohr, and food Instagrammer and BBQ enthusiast, BBQ Buddha. From the comfort of their own kitchens, 150 participants experienced memorable moments with beef all while creating unique beef recipes and learning new techniques for preparing beef.



Beef Nutrition Education

Beef nutrition education was provided to approximately 7,209 nursing, diet tech, and health education students, dietetic interns, and health professionals in 2021. The Kentucky Beef Council was involved in the Kentucky Academy of Family Physicians’ annual conference which included a sponsored panel of local beef farmers, dietitian, and a veterinarian while the physicians enjoyed a lean beef salad for lunch. Kentucky dietitians, health educators, and pharmacists interacted with KBC’s contract dietitian, Janine Faber, at the Kentucky Statewide Diabetes Symposium to learn about lean beef resources and recipes. Local dietitians attended a live virtual presentation and cooking demonstration provided by a nationally recognized dietitian. Eblasts and toolkits were also provided to Kentucky pediatricians to share Eating in the Early Years information. To help students and interns understand the beef lifecycle and connect them to beef farmers, 2 in-person beef farm tours were held. Additionally, dietitian, Janine Faber provided the well-received presentation “Health Professionals Working with Agriculture.”

Supply Chain Education

With chefs, chef educators, and waitstaff serving as the face of our product, KBC focused on sharing the pasture to plate story during FY21. Throughout the year, KBC staff presented to more than 175 Bluegrass Hospitality Group chefs, management, and waitstaff as they learned about the beef lifecycle and how management decisions affect what ends up on the plate. Additionally, they participated in a beef carcass breakdown, learned about the effects of umami and toured a further processing facility, which in turn help them to better understand how to sell

- 2021 KBC Executive Committee
- President ..... Chris Cooper
  - President Elect ..... Cary King
  - Vice-President ..... Andy Bishop
  - Secretary Treasurer ..... Ken Adams
  - Past President ..... Steve Dunning
  - Assoc Program Chair ..... Jeff Pettit
  - Beef Council Chair ..... Joe Lowe
  - Region 1 Vice President ..... Bobby Bell
  - Region 2 Vice President ..... Adam Maulden
  - Region 3 Vice President ..... Allan Bryant
  - Region 4 Vice President ..... Randy Warner
  - Region 5 Vice President ..... Phillip Reese
  - University of Kentucky ..... Dr. Richard Coffey

Kentucky Beef Council FY21  
Income & Expenditure Statement

Revenues	
Checkoff	\$1,450,370
Cattlemen’s Beef Board	(\$634,871)
State Transfers	(\$195,296)
Interest	\$34
Total Revenues	\$620,237
Expenses	
Promotion	\$327,982
Consumer Information	\$63,685
Industry Information	\$23,404
Research	\$–
Producer Communication	\$19,023
Administration	\$101,760
Total Expenses	\$535,854
Net Income	84,384



Dear Fellow Cattlemen,

I am concluding my first year as Kentucky Beef Council chairman, and I am very grateful to have been given the opportunity. I have worked with KBC extensively in the past, but seeing the tiny details that make up the big picture underscore how important the Beef Checkoff is. The data and buzz around beef demand show that our industry is clearly moving with momentum in the right direction. From supply chain education, influencer and physician education, local partnerships and targeted digital promotions all fronts are covered when it comes to beef promotion and education.

The Kentucky Beef Council is constantly seeking new and better ways to market beef to consumers on behalf of cattle producers in Kentucky. There is a constant focus to use funds in areas that provide the greatest return on investment. The use of partnered promotions, digital marketing, and educational opportunities that connect with food service, retail and consumers are vital to continued success of KBC programs. The Beef Council works to serve as the unified voice for the beef industry to consumers, providing accurate and informative information about beef production. If you have any ideas you would like to share, please contact the Beef Council staff.

Finally, I would like to thank the entire Kentucky Beef Council staff for their ongoing work when it comes to keeping beef front of mind for consumers. The efficacy with which they have been able to achieve and execute their mission despite continuing in person restrictions and challenges they have faced the last 18 months show just how talented, passionate and effective they are at promoting the beef industry as a whole. The Beef Council is continuing to show how vital they are to us as a producer and I feel humbled to serve as your chairman.

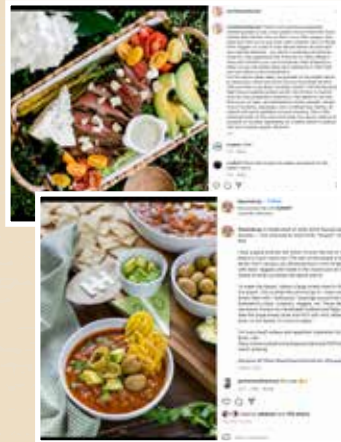
Sincerely,  
*Joe Lowe*

Digital Advertising



“Start the New Year Off Right...With BEEF!” Spreading positive beef messaging over a variety of advertising pathways is a key to reaching consumers where they are. In late January, KBC partnered with WAVE 3 and Gray Digital Media to hit the email inboxes of 94,000 consumers. The results were exceptional! With an open rate of 16.51%, KBC’s email-blast open rate was nearly 7 percentage points higher than the average. Focusing on Beef as food for strength, consumers were drawn to follow links within the email landing them at kybeef.com for all things beef. KBC will utilize email blasts in partnership with WKYT and WAVE3 throughout the year.

Food and Lifestyle Influencers



In an effort to stay engaged with today’s consumer, beef cut selection hacks, recipes, and cooking tips were shared through Instagram, Facebook, and blogs as KBC worked with three food/lifestyle influencers: @Certified Celebrator, @The Mrs. K Ray, and @Rachel’s Health Plate in 2021. With a total of 27 Instagram (IG) posts, they reached 234,251 with unique beef recipes like beef spring rolls, shredded beef sandwich station, taco joes, midweek meals made easy, and of course Prime Rib. With an additional 71+ IG stories, 227,755 followers had an opportunity to learn more about preparing beef. On Facebook, 18 posts reached more than 95,000. This effort continues to build brand awareness while engaging with consumers.



Dear Fellow Producers,



Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021 we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021 a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.

Sincerely,

Clay Burtrum  
Stillwater, Oklahoma  
Chair, Federation of State Beef Councils

**BEEF**

Funded by Beef Farmers and Ranchers

Beef Enters Victory Lane



The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the Beef. It's What's for Dinner. 300. in February 2021. The race served as a unique opportunity to engage with consumers through social media, television advertising, public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the *Beef. It's What's For Dinner. 300* trophy and a cooler full of Tomahawk Steaks.

Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the *BeefItsWhatsForDinner.com* website also featured beef grilling favorites and producer stories from across all 50 states.

Confident Cooking with Beef



*Confident Cooking with Beef* is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the benefits of beef. With tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.

FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

PROMOTION – \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on *BeefItsWhatsForDinner.com* featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

CONSUMER INFORMATION – \$900,000

- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

INDUSTRY INFORMATION – \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

RESEARCH – \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



Pediatrician Outreach Extends Early Years Content



The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

Cattlemen's Beef Board Fiscal Year 2021 Expenditures

Promotion . . . . .	\$8,641,332
Research . . . . .	\$8,838,176
Consumer Information. . . . .	\$8,160,511
Industry Information. . . . .	\$3,138,923
Foreign Marketing . . . . .	\$8,479,193
Checkoff Communications. . . . .	\$171,679
Producer Communications. . . . .	\$1,568,937
Program Evaluation . . . . .	\$263,087
Program Development . . . . .	\$316,474
USDA Oversight* . . . . .	\$695,634
Administration. . . . .	\$1,502,147
TOTAL EXPENSES. . . . .	\$41,776,093

Unaudited numbers  
\*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$96,634 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.