

Kentucky Beef Council

2011 Year Review

Chairmen's Letter:

The Kentucky Cattlemen's Association collects \$1 per head each time a beef, dairy, or veal animal is sold. Fifty cents is sent to the Cattlemen's Beef Board to develop and support national checkoff programs, while Kentucky Beef Council (KBC) retains the other 50 cents to build beef demand by implementing programs in promotion, research and education at the state level. This report is a synopsis of how your checkoff dollars are invested.

KBC's programs focus on consumers, retail/foodservice operations and health influencers. Proactive public relations help spread the good news about our delicious, nutritious product. Advertising campaigns, strategically run during the year, educate consumers on food safety, quick and easy beef products and beef as a desirable entrée for the family meal.

Your KBC proudly maintains a reputation as a source of science-based information about beef. The Masters of Beef Advocacy and the Beef Quality Assurance programs are in place to enhance the quality and image of beef.

We at the KBC hope this report will impress upon you our commitment to keep the beef industry vibrant, growing and profitable in the years to come.

Best Regards,
Steve Downs, KBC Chairman

Promotion Information Team Beef



In the first year of KY Team Beef, 44 team members ran in at least 15 different races reaching several thousand consumers with the *Beef. Fuel for the Finish* messages. Throughout the year, team members received beef newsletters, cheer kits and even went on a farm tour to better equip them for talking about beef. Team Beef has been a great avenue to show people that beef plays an important role in a healthy, active lifestyle.

Advertising and Public Relations



KBC focused on promoting beef's role in a healthy diet via more than 5,600 beef commercials on radio stations across the state. Eight print advertisements were placed in consumer and health influencer magazines. To complement state efforts, the national radio, digital and print campaign reached over 1.5 million Kentucky adults.

KBC staff appeared monthly on Louisville FOX-41's *Dash and Dine*, reaching more than 37,000 viewers each time. KBC continued to partner with retailer Meijer each week to host a morning segment called *What's For Dinner Wednesdays* on Lexington's FOX-56,

reaching more than 102,000 women, ages 25-54, an average of 6 times. Staff also appeared on several stations in Louisville and Lexington throughout the year, providing viewers with tips and recipes.

To celebrate May as National Beef Month, KBC teamed up with Holland Grill for its annual media tour showcasing the 29 lean cuts in economical and easy recipes. The tour reached over 316,400 viewers with 59 minutes of airtime on television and several thousand more on the radio. It generated over 900 hits on kybeef.com and staff reached over 800 consumers during promotional stops.



Retail and Foodservice Promotions



Throughout the year, KBC teamed up with grocery stores and restaurants to promote beef as a healthy option. ValuMarket, a five-store Louisville-area grocer, hosted several in-store promotions highlighting the meat case while educating customers through beef cooking classes. Kroger, a 100-store retailer, displayed beef point-of-sale materials to keep beef top-of-mind. Texas Roadhouse, with 10 locations in KY and over 365 nationwide, worked with KBC to educate consumers about beef at the state fair, as well as during their Great Steak of Texas promotion in September. KBC also worked with Bluegrass Hospitality Group, with restaurants in Lexington and Louisville, to showcase beef on menus while educating waitstaff with through Beef University.

Consumer Information American Heart Association

KBC continued its partnership with the American Heart Association, as it enables beef education and promotion to be immersed in all of its programs, reaching over 50,000 plate keepers. Staff participated in two Heart Walks, two Go Red Events and a "Lunch and Learn" program. KBC was able to cross-promote by having Texas Roadhouse's meat cutter present Beef 101 cooking demos during the breakout session at Lexington's Go Red Event.

Industry Information Nutrition Influencer Education



KBC reached out to health influencers, such as school nurses, dietitians, teachers, physicians and parents to show how beef fits into a healthy diet. The KBC distributed more than 10,000 pieces of nutrition information and curriculum reaching over 50,000 plate keepers. KBC continued building a healthy relationship with the Kentucky Dietetic Association by sending two of their members to the *Food Farming and Science* program to learn the latest in beef nutrition, work with Chef Dave Zino and visit a beef farm to talk one-on-one with farmers.

Beef Quality Assurance



The BQA program raises consumer confidence by offering proper management techniques for farmers and a commitment to quality within every segment of the beef industry. KBC hosted train-the-trainer workshops to re-certify nearly all agriculture extension agents. Also, staff worked with industry partners to train field representatives on proper BQA techniques. Several thousand copies of BQA materials were distributed to farmers while over 2,700 beef farmers were certified throughout the year.

Kentucky Cattlemen's Association Executive Board

Greg Robey, *President*
Mike Bach, *President Elect*
Don Reynolds, *Vice President*
Billy Glen Turpin, *Secretary-Treasurer*
David Lemaster, *Association Program Chairman*
Steve Downs, *Kentucky Beef Council Chairman*
Bobby Foree, *Kentucky Beef Network Chairman*
Corinne Kephart, *KCA Past President*
Gary Woodall, Larry Watson, Rondal Dawson, David Lemaster,
Dave Kessler, *Regional Vice Presidents*
Nelson Curry, *Meat Export Federation*
Julianna Jepson and Daniel Smith, *Cattlemen's Beef Board*
Steve Downs and Jason Sandefur, *Federation of State Beef Councils*

Kentucky Beef Council Financial Report

Statement of Revenues & Expenses for the
Year Ending Sept. 30, 2011

Revenues:

Checkoff.....	\$1,518,666.73
State Transfers	(-) \$97,735.00
Cattlemen's Beef Board	(-) \$688,787.11
Interest.....	\$444.47
Miscellaneous	\$ 0.00

Total Revenues..... \$732,589.09

Expenses:

Promotion	\$336,200.69
Consumer Information	\$149,675.43
Industry Information	\$40,490.82
Research.....	\$6,336.43
Producer Communication.....	\$60,475.68
Administration	\$130,131.01

Total Expenses..... \$723,310.06

**These figures represent the fiscal year-end
unaudited financial statements*

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