

# Kentucky Beef Council

# Established 1978

## STATE ANNUAL REPORT TWENTY TWELVE



### DEAR FELLOW CATTLE FARMERS: I would like to start by thanking you,

for your commitment to the beef industry. We have been faced with challenging times from the drought to activists; however, you have continued to be committed to providing delicious beef by caring for the land and animals. Thank you!

This report provides an overview of how your beef checkoff dollars are invested to promote beef, increase demand and create a favorable business environment for Kentucky beef farmers. To foster relationships with influencers, the Kentucky Beef Council (KBC) focused programs on the health, retail and foodservice industries which in turn influenced hundreds of consumers. KBC also

established a proactive public relations campaign to keep beef top of mind for consumers. In addition, food shows, state fair, and the Kentucky Derby Festival were a few of the events which allowed farmers and staff to interact with consumers.

If you would like to learn more, please visit [www.kybeef.com](http://www.kybeef.com), find us on Facebook under Kentucky Beef Council or follow us on Twitter at @kybeef.

Best Regards,

Chuck Crutcher, KBC Chairman

# DERBY BURGER CHALLENGE

KBC, Kroger and the Kentucky Derby Festival hosted the Derby Burger Challenge, an ultimate burger recipe contest.



This promotion was designed to drive ground beef sales. From almost 100 entries, four finalists were selected to battle in a head-to-head cookoff at a Louisville-area Kroger live on FOX 41's *FOX in the Morning*. Richard Glidden of Bardstown was the winner with a burger topped with brie, Applewood-smoked bacon and bourbon-poached pears on a Hawaiian King sandwich bun. The winning recipe was published in *The Courier*

*Journal*, the *Lexington Herald-Leader* and more! KBC staff and Glidden prepared the burger on all major television stations in Louisville at least once and the burger was covered seven times on television reaching several hundred thousand people with a publicity value of \$9,321.

Forty-six Kentuckiana Kroger stores featured the burger recipe for two weeks prior to the Kentucky Derby. During the promotion, ground beef sales were up 400 pounds from the previous year. Kroger also hosted a Catalina coupon promotion in those same stores from April 16 to May 1. Every time someone purchased fresh ground beef they received a coupon at checkout to win two tickets to the Kroger Fest-a-Ville Derby Eve Jam Pre-Party hosted by KBC which was prior to The Charlie Daniels Band concert. Kroger printed 103,939 coupons. Four hundred winners had the opportunity to taste the Derby Burger, along with several other beef recipes, and learn a little more about beef during the pre-party.



Purchase any Fresh Ground Beef item and receive a coupon at checkout for a chance to win pre-party tickets on-line!



Win Derby Eve Jam Pre-Party Tickets to The Charlie Daniels Band Friday, May 4th • 7pm



Another part of the sponsorship was participation in Thunder over Louisville, the world's largest fireworks show which drew 400,000 spectators. KBC teamed up with Meijer and distributed over 500 samples of marinated top sirloin in the Meijer Family Fun Zone. Two thousand visitors were able to test their knowledge on beef,

ask questions and pick up recipes at the event.

KBC also participated in the two-day Running Wild Expo where over 19,000 athletes and fans came to get their race bibs to run in the Kentucky Derby Festival Marathon & miniMarathon on April 28. KBC tested attendees' knowledge on the lean cuts, gave out recipes and answered questions about how beef fits into an active and healthy lifestyle. KBC sponsored Dane Rauschenberg, [www.seedanerun.com](http://www.seedanerun.com), to talk about how beef fits into his training diet in order for him to run 52 marathons in 52 weekends and the coast of Oregon (350 miles) in seven days. He also spoke to 700 students at Farmer Elementary in Louisville and 1,500 athletes at the Expo's Pasta Party about the importance of being active while eating beef. Dane and 10 Team BEEF members ran in the Marathon and miniMarathon. Dane was interviewed for *The Courier Journal* and was on 840 WHAS-AM with Terry Meiners.

KBC was also a part of the Kentucky Derby Festival's Parade Preview and Health Fair on May 1 at the fairgrounds. The event drew 11,895 people. During the fair, KBC hosted several stations that demonstrated how lean beef fits into a healthy diet. 🍖

## 2012 Kentucky Beef Council Derby Burger Winner



Winner: Richard Glidden of Bardstown

Burger: Juicy burger topped with brie, applewood smoked bacon and bourbon-poached pears on a Hawaiian King sandwich bun.