

# Kentucky Beef Council Board Meeting Update June, 2020



## Promotion

### Beef Month and Summer Grilling kick off!

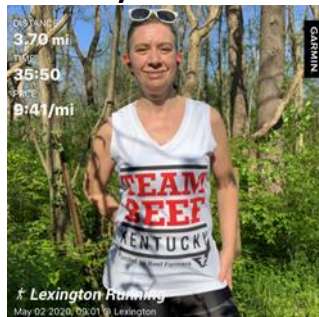
*Grillin' with WKYT* will air Tuesday, Thursday and Saturday featuring WKYT news anchors grilling a beef recipe they've chosen from [kybeef.com](http://kybeef.com). All recipes and grilling tips will be featured on the WKYT website.

LEX18 will be hosting a *Summer Grilling* prize pack contest starting Memorial Day weekend. This contest will allow KBC to collect consumer emails and will drive consumer traffic to our Beef Month recipe, [Pineapple and Bourbon Marinated Steak Kabobs](#) at [kybeef.com](http://kybeef.com), once they have entered.

KBC released [The Beef in the Meat Case](#) with WKYT in an effort to share factual information about the beef supply chain. Within the first 3 days it was seen by over **382,000 people** and clicked to read 3,400 times. In addition, our website has seen a **23% increase** in traffic with the most popular pages being Beef Month and Recipes. Social media platforms have been overwhelmed with content but we have seen an increase in reach on both Facebook and Instagram. Over the last month **120,000 people** have seen our positive beef messaging.



### Kentucky Team Beef



### Body by Beef: Covid Can't Stop These Athletic Beef Advocates

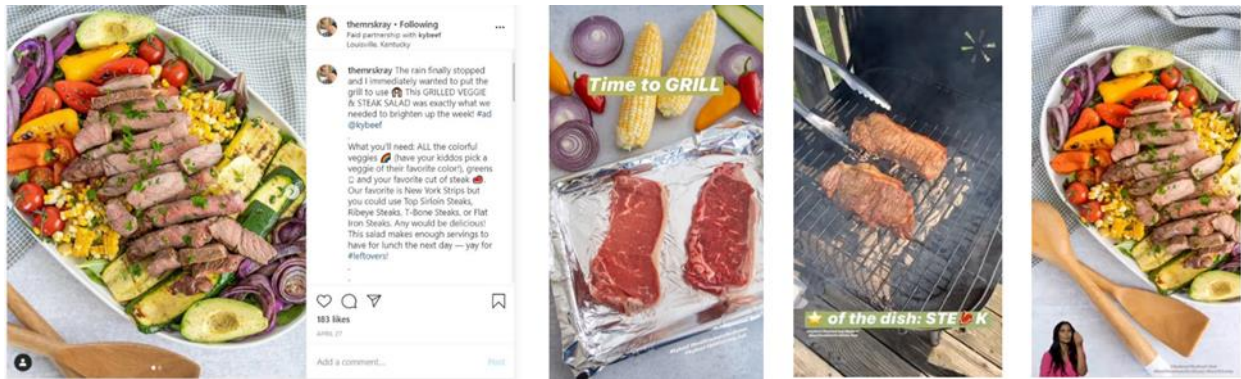
In light of races being postponed, 10 Kentucky Team Beef members participated in a virtual running challenge logging over 152 miles during the month of April. If you are a runner and would be interested in joining Team Beef in Kentucky, please visit <https://www.kybeef.com/health-wellness/team-beef>.



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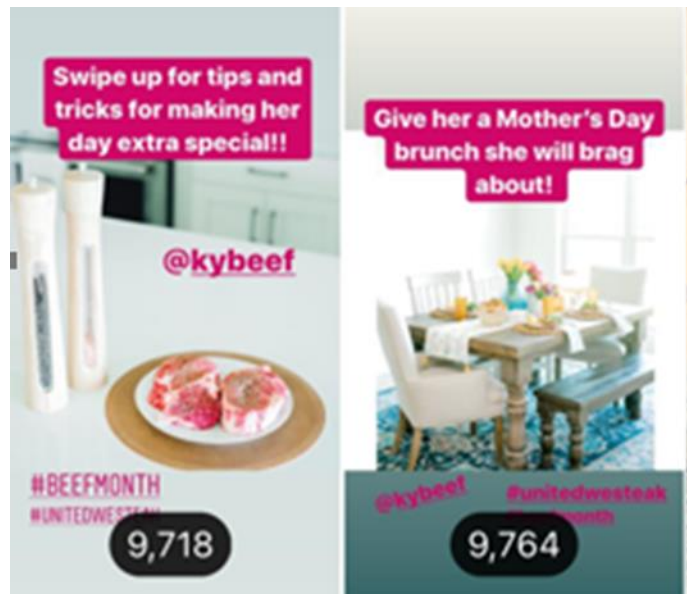
## Social Media Influencers

As part of the digital advertising campaign, KBC worked with 2060 Digital Advertising to identify social media influencers who could further encourage our target audience of millennial parents to learn more about, or purchase beef. For April, influencer @mrskray, with a following of 26,700 people made 1 post and 3 stories on Instagram with an organic **total reach of 11,012**; 183 post likes; and 20 post comments. When the posts were promoted, the results were as follows: **Impressions: 25,348**; **Reach: 22,416** (unique accounts that saw the posts/stories); Post Engagements (likes and comments): 87; Link Clicks (going to our website): 8.



**Certified Celebrator Reaches over 20K followers: \$0.05 per reach!**

To celebrate **Beef Month** and **Mother's Day**, Brittany Young of @CertifiedCelebrator and [www.CertifiedCelebrator.com](http://www.CertifiedCelebrator.com), created a Mother's Day Steak Brunch post for her blog, Instagram, and Facebook. She reached 10,091 via Facebook and 9,931 via Instagram. <https://www.certifiedcelebrator.com/mothers-day-brunch/>



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## Producer Communications/Stakeholder Relations



(11"x18" Yard signs)

BEEF Starts in the Bluegrass, the largest cow state East of the Mississippi! This summer we want to recognize all the great folks involved in the beef lifecycle, those who have a hand in providing the best tasting protein on the market. **BEEF STARTS HERE** yard signs are available. Contact the KCA office to reserve yours today.

Combined with our recent billboard purchases, this campaign seeks to highlight Kentucky's cattle farmers from the cow/calf producer to the feeder and finisher.

## Beef Month Gives Back!

When Beef and Dairy join forces with Kentucky's Ag Lenders during a pandemic, BIG things happen! A combined \$60,000 contribution to Kentucky's Hunger Initiative will be used to purchase nearly two servings of ground beef on behalf of each of Kentucky's 38,000 beef producers, just over **6 tons of beef!** Add a sliced cheese donation from Kroger and Dairy Alliance and Kentucky's food banks have the perfect cheeseburger combination for distribution to our friends and neighbors in need through Kentucky's Food Bank network.

## BEEF STARTS HERE: #KYBeef

Billboard graphics have been finalized and put to good use on billboards in Fleming, Montgomery, Garrett, Lincoln and Allen Counties. Below are a few examples of what you might see traveling the Bluegrass. Follow **#KYBeef** and add it to your **BEEF STARTS HERE** stories on social media to keep up with beef production in the Bluegrass!



## Retail and Foodservice

### Industry/Supply Chain Education and Support

KBC continues to provide support to industry and supply chain partners through online resources. Additionally, KBC sent a newsletter to Kentucky Association of Nutrition and Dietetics members, which connected them to beef's online resources, virtual tours, and podcast allowing them to gain continuing education hours while staying safe at home.



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### Burger Weeks

Kentucky Beef Council will be partnering with Louisville and Lexington publishing companies to host our annual burger weeks this year. In light of current restrictions on restaurants and due to restaurants still adjusting to reopening, Burger Weeks will be postponed to August/September dates. After feedback from the restaurants, Louisville Burger Week will be August 10<sup>th</sup> – 16<sup>th</sup>. Lexington Burger Week dates have not been set, but the feedback is leaning toward September dates.

### Education

#### State Top Advocates: Beef Month Ambassadors

Consumers are home, they are scrolling social media and looking for positive messages. To engage with them KBC has turned to our State Top Beef Advocates to share their stories from the farm and kitchen.

Top Advocate and KCA Exec. Committee member Joe K. Lowe recently made national headlines responding to USA Today on the Covid-19 impact on the Beef Industry.

['Cows will need bred': Coronavirus is hitting the meat industry all the way up to animal breeders](#)



“The grass will grow. The cows will need bred. Calves will need sold. We will move on from this temporary moment in time by working together.” – Joe Lowe



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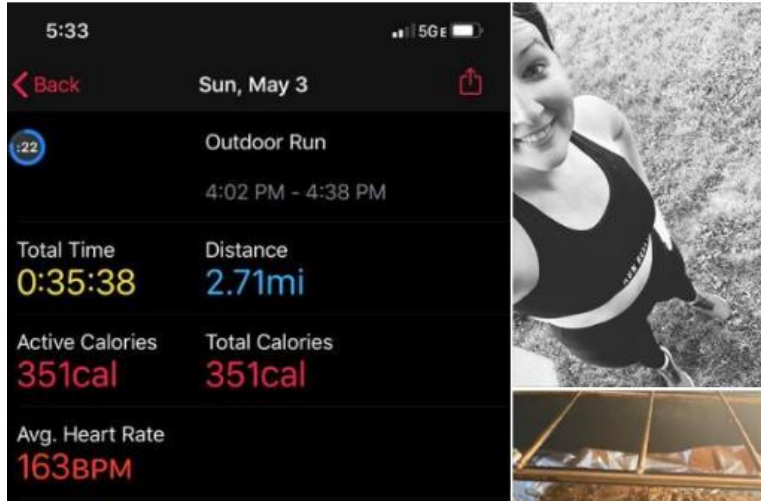
**Danielle Harmon**

May 3 at 6:56 PM · 🧑

Well... my AirPods died at the 1.8 mile marker... my watch died at 2.71 miles... I got absolutely drenched in the rain... but... I still made it to the 3.1 mile mark!

Fueled up after my run with some BEEF! Tri-Tip steak!

Beef. It's What's For Dinner. Kentucky Beef Council... [See More](#)



**Top Advocate, Danielle Harmon** has been sharing her story of raising cattle, cooking beef and using beef as a staple in her running life. She has created content each day for her own social media platform and has been an active participant in our **Body by Beef virtual 5K** training group on Facebook.

Danielle represents a growing number of female farmers in Kentucky Agriculture. Nearly ¼ of all Kentucky farms are operated by women. We're proud to have this Bath County Cattlewoman as a part of the KBC Top Advocate team!