

KENTUCKY **BEEF** COUNCIL

NOVEMBER 2025

KBC Cross Country State Championship (KHSAA)

The Kentucky Beef Council served as the title sponsor of the 2025 KHSAA Cross Country State Championships held November 1 at the Kentucky Horse Park. The event hosted approximately 1,500 athletes from schools statewide, with several thousand additional spectators including parents, coaches, and school staff. As title sponsor, the Council's branding was displayed on all championship awards, including the state plaques that will be permanently showcased in high school athletic facilities across Kentucky, providing multi-year visibility for the beef industry. KBC also staffed an on-site educational booth, supported by KY Team Beef volunteers, to provide nutrition outreach and consumer engagement. A giveaway sign-up resulted in 146 new contacts added to the Council's email database for continued communication and program promotion. Overall, this sponsorship significantly enhanced both brand reach and industry representation within youth athletics and school communities statewide.

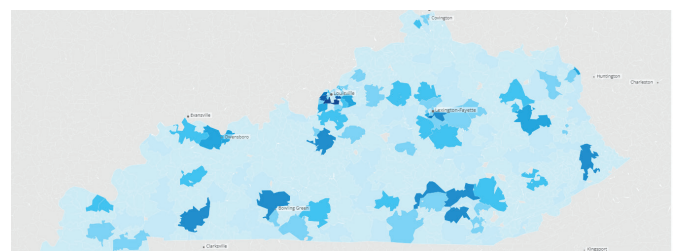
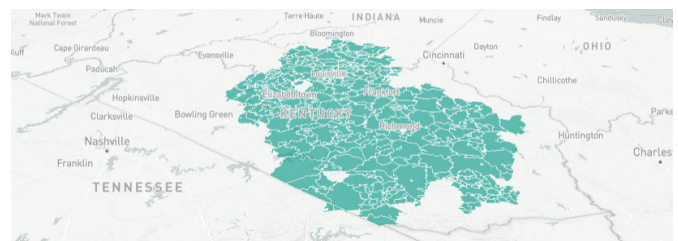
Switching Digital Advertisers

(Information Updated as of November 11th)

This year we have decided to switch digital advertisers from Spectrum to Gray Digital Media, the manager of Wave3 in Louisville. Just with one month of activeness from the start of our fiscal year we have seen an increase in quality advertising. Paying less, but receiving more, our streaming TV impressions have gone up from 128,000 in September 2025 with spectrum, to 198,000 in October 2025 with Gray. In addition, our video completion rate is up to a 99.63% now, compared to the 96% we were experiencing before. In addition, we are seeing a higher click through rate on our display ads. We have lowered overall display impressions, but have seen a higher click through, and conversion to our website. Throughout the past month we have seen 2,612 new users on our website.

Wave

This year we are continuing our partnership with Wave to include targeted email, traditional broadcast, and listens live segments. In October and November, we



covered seasonally relevant recipes and educational materials. October focused on slow cooking tips and tricks, making a delicious roast. Then we additionally talked about simple recipes utilizing traditional recipes like lasagna, and spooky Halloween recipes. November focused on cooking for the cold weather with a delicious chili, dry roasting, and holiday recipes like Beef Stuffing and Holiday Meatball skewers.

UK Partnership

We found the opportunity to partner with UK Athletics at a lower cost than expected, and with their highly anticipated basketball season upon us, we are excited to see our assets carried out. Through this partnership we have a full-page ad in the digital yearbook, a radio spot in the pre and post-game show, and LED ribbon signage inside Rupp Arena.

Partnerships for this FY

We have finalized partnerships for FY 25-26 via the Marketing Plan and Budget approval at the October board meeting. This year we will be making sure our plans directly align and that we are getting the most “bang for our buck”. In the Louisville market we will be continuing our relationship with Wave 3, in Lexington with WDKY/Fox, and in Bowling Green with WBKO. We are also continuing to grow our partnerships with KHSAA and WKU athletics, the Kentucky Derby festival, and iHeart Radio. We have transformed these budgets, decreasing multiple, to reflect what KBC represents best.

Local Beef Directory

KBC offers an online Local Beef Directory to connect consumers directly with Kentucky cattle producers. The directory lists farms and businesses that sell beef locally, and it has expanded to include processors and farmer-operated off-farm storefronts. To date, it features 210 producers, 9 processors, and represents 84 counties. Each listing provides details about available products, purchasing options, and contact information. For more information or to sign up visit kybeef.com/raising-beef/local-beef-directory



Stockyard Tour

The KBC Stockyard Tour continues across the state, highlighting our support for livestock markets while giving us the chance to visit with producers about the beef checkoff. Each stop provides educational and promotional materials and

creates opportunities for conversation. The success of these visits is strengthened by the producers who attend alongside KBC, and we appreciate all who have joined us or expressed interest in upcoming stops. If you would like to participate when the tour comes to a stockyard near you, scan the QR code or email Amelia (acarater@kycattle.org) to sign up and receive a notification once that yard’s date is confirmed.



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LOCAL BEEF

IS CLOSER THAN YOU THINK

BUY **SELL**

Beef Advanced

The Beef Advance advocacy leadership program launched in January 2025 and has completed four sessions across Kentucky.

Session I – Owensboro (January 14-15, 2025): The program opened with an overview and Checkoff introduction, followed by leadership development training. Tours included Riverport Terminal, Owensboro Grain, and the Poole Farm, giving participants a strong foundation in both industry perspective and on-farm production.

Session II – Bowling Green (April 22–24, 2025): The class explored Oak Hollow Farm, CPC Feed Mill, Chaney’s Dairy Barn, the WKU Farm and Meats Lab, and The Butcher, The Baker, and The Coffee Maker. Sessions focused on Beef Quality Assurance, personal branding, the Kentucky Beef Council marketing plan, and a review of consumer research.

Session III – Somerset (July 15–17, 2025): Participants visited Branch View Angus, Burkmann’s Nutrition, Multigen Reproductive Solutions, Continental Refining Company, White Oil, and Warner Fertilizer, and also attended the Region 5 KCA meeting. Classroom sessions covered storytelling and tribal strategies, beef nutrition, and social media outreach.

Session IV – Pikeville (October 14-16, 2025): The class visited Ridgeline Coal, Blessed Ridge Farm, & Apple-Atcha Orchard. Education Sessions included a full day intensive Media and Spokespersons Training, foreign animal diseases, movement regulations, the Secure Beef Supply Plan, and an overview of USMEF

Upcoming Sessions

Session V – Louisville (January 13–14, 2026)

Graduation – Owensboro at the KCA Convention (January 15, 2026)

For a more detailed recap of the most recent session, see the December issue of Cow Country.

The KBC website has been updated to include a dedicated landing page for Beef Advance. This page provides an overview of the program’s structure and goals, along with an application-reminder form for anyone interested in joining Class II. Applications will open in fall 2026, and anyone who signs up for reminders will receive the application link directly as soon as it goes live.

Visit kybeef.com/beef-advance and click “application reminder” to submit your reminder.

Bluegrass Hospitality Group

KBC continued its ongoing partnership with Bluegrass Hospitality Group by delivering another Beef University training session. Beef University is a continuing-education program designed for all levels of BHG staff. The goal is to provide a comprehensive understanding of beef from production through preparation so staff



can confidently answer guest questions, make informed recommendations, and communicate the value of beef to their customers.

During this session, KBC led participants through an in-depth exploration of beef's taste and flavor profile. Staff completed five guided tasting exercises that examined the difference between taste and flavor, compared grass-finished and grain-finished beef, evaluated Prime versus Select grades, demonstrated how umami flavor compounds, and explored how to layer and balance flavor for the best eating experience.\

Bluegrass Hospitality Group operates multiple restaurant brands across several states, including Malone's, Drake's, Harry's, Aqua Sushi, OBC Kitchen, and Malone's Prime Events & Receptions. Continued Beef University training helps ensure staff across all locations are well-prepared to represent beef knowledgeably and provide guests with a more informed and engaging dining experience.

Gill Affiliate Network Annual Conference

We are continuing to build our relationship with heart and vascular health professionals in Kentucky as that is a focus we are hearing from producers. On Thursday, November 4th, dietitian consultant Janine Faber, represented the Kentucky Beef Council and exhibited at the Gill Affiliate Network Annual Conference. The theme of the conference was "Empowering Care, Together" and the conference was held at the Central Bank Center in Lexington. The goal of the conference is to connect clinicians and leaders dedicated to elevating heart care across Kentucky. The conference had 157 attendees who were from affiliate hospitals and UK HealthCare and included cardiovascular service line leaders, physicians, advanced practice providers, nurses, and administrators from UK HealthCare and hospitals across the Network.

Janine had positive interactions with attendees and other exhibitors where some said "I'm glad to see you here!" and others sharing their connection to Kentucky agriculture and beef. The handouts that were of most interest to attendees were the heart health research, beef cuts chart, and heart-healthy tips. Janine discussed rinsing and draining cooked ground beef to reduce fat as well. One attendee asked a great question about how to talk to patients about still getting the good flavor of beef while switching to a leaner cut. Janine suggested pairing the leaner cut with umami-rich foods such as mushrooms and Worcestershire sauce to enhance the beef flavor.

Kentucky Diabetes Network Annual Symposium

Dietitian Janine Faber exhibited at the annual Kentucky Diabetes Symposium provided by the Kentucky Diabetes Network on Friday, November 14. The program was held at the Innovative Learning and Development Center at Baptist Health Louisville. The event was sold out and included 112 attendees plus vendors and speakers. The attendees included nurses, dietitians, pharmacists, and diabetes educators. This is the first



Samantha was our winner of the cast iron skillet giveaway for sharing her information for the health professional newsletter. She is from Ephraim McDowell Health in Danville, KY. We had 10 people register for the monthly newsletter.



time the Kentucky Beef Council has exhibited at this conference since 2021 and the first time it was officially all back to an all in-person conference again after being completely or partially virtual the last few years. The attendees were very engaged with our booth taking a lot of the handouts, recipes, research, and patient materials. Twenty-one health professionals registered for our monthly health professional newsletter, and one of those newly registered health professionals won our reusable bag of Kentucky Beef Council goodies! This is a group we feel is valuable to continue to work with as they were very interested in our messages and sharing our information with their patients. Plus, lean beef can be a great option for people with diabetes as it can help people with diabetes regulate their blood sugar levels and also help those on new GLP-1 medications.

Fall Nutrition Conferences Are in Full Swing!

Registered dietitians, Alex and Janine have been busy attending health professional conferences across Kentucky and in the other states Alex supports. These events provide valuable opportunities to advocate for including beef in a balanced diet for a variety of populations. They also allow us to share key educational resources – especially for the Health Professional Newsletter, which has now reached 2,000 subscribers!

Below is a recap of the conferences we've attended during this fall conference season:

September 5: *Janine* Kentucky Academy of Family Physicians Annual Conference (reached 89 family physicians, residents, & medical students)

September 19–21: *Alex* Michigan Chapter of the American Academy of Pediatrics Conference, Traverse City, MI (reached 124 pediatricians & pediatric specialists)

October 10: *Alex* West Virginia Society of Health & Physical Educators (SHAPEWV), Bridgeport, WV (reached 100 K–12 health/physical educators & coaches)

October 11–14: *Alex & Janine* National Food & Nutrition Conference & Expo (FNCE), Nashville, TN (met with NCBA and other state dietitians to align FY plans)

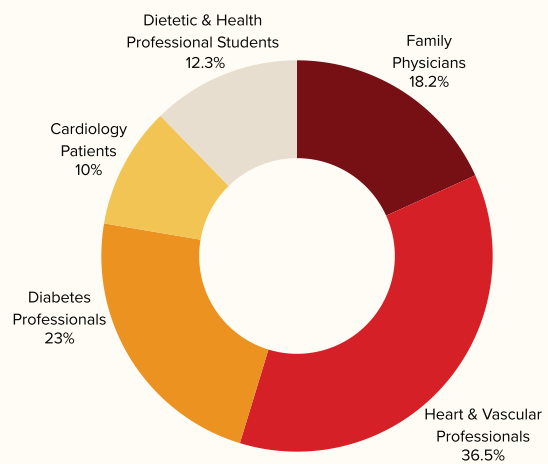
October 23–24: *Alex* Tennessee Academy of Family Physicians Conference (reached 189 family physicians, residents, & medical students)

November 4: *Janine* Gill Affiliate Network Annual Conference (reached 157 attendees)

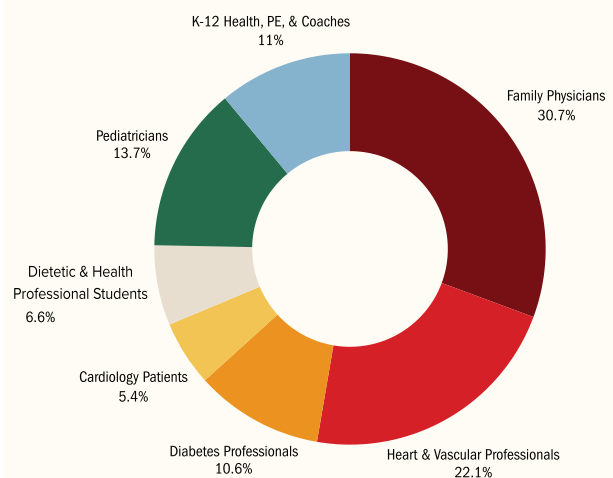
November 14: *Janine* Kentucky Diabetes Network Annual Symposium (reached 112 diabetes educators & healthcare professionals)

We've Hit Beef Nutrition Education Hard Here in Kentucky!

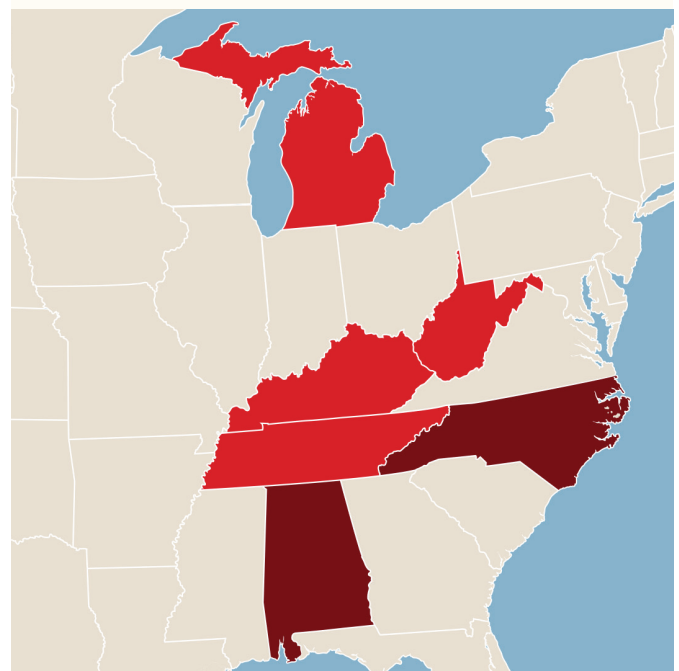
Many of these events have been shared individually over the past couple of months, but we wanted to highlight them together to showcase the broad reach of our nutrition education efforts. Below is a snapshot of the populations we've engaged across Kentucky in just the past two months:



Kentucky Health Professional Reach



Regional Health Professional Reach



August 7: *Janine* UK Gill Heart & Vascular Institute Webinar Presentation on Beef in a Heart Healthy Diet (reached 28 hospital systems; 21 attending groups including cardiac rehab managers, nurse supervisors, practice managers, & cardiac rehab professionals)

September 4–5: *Alex* Beef Cooking Demonstration & Heart Health Presentation (32 cardiology patients)

September 16: *Alex* UK School Dietetic Student Farm Tour, Paris, KY (18 dietetic students)

September 18: *Janine* EKU Intro to Nutrition Presentation (31 first-year healthcare studies students including nursing, occupational therapy, & pre-vet)

October 1: *Alex, Janine, & Amelia* UK Hospital Dietetic Internship & Lexington VA Dietetic Internship, Lexington, KY (6 dietetic interns & internship directors)

October 6: *Alex, Janine, & Amelia* Cincinnati State Dietetic & Diet Tech Students, California, KY (5 nutrition students & instructor)

October 14: *Alex* Norton Heart & Vascular Institute “Heart to Heart” Webinar on Beef in a Heart Healthy Diet (17 cardiology patients)

Regional Dietitian Funding Approved for Another Year!

We are excited to share that the Southeast Regional Dietitian position has been approved for another year of funding. This fall, Alex submitted authorization requests to the Kansas and Nebraska Beef Councils to support this role. Regions 1 and 2 represent nearly the same number of consumers as Regions 3 through 7 combined – but with only half the number of producers and just a fraction of the checkoff dollars. Both Kansas and Nebraska have approved funding and will each contribute \$10,000 for the FY 2025–2026 year. This continued support helps strengthen nutrition programming across Regions 1 and 2 and ensures that checkoff resources are leveraged strategically and efficiently across states. In addition, Alex will continue to receive funding from the Tennessee Beef Industry Council, Michigan Beef Industry Commission, and West Virginia Beef Industry Council this incoming fiscal year to sustain nutrition education and outreach efforts in those states.

The YARDS Classroom

YARDS groups are available to be booked for this spring! Don’t hesitate to share these opportunities out with your areas. As of November 14th, we have had 9 different groups with 276 attendees present from 5 different states. Email Bradon to book a group at bburks@kycattle.org.

Beef in the Classroom Grant

The Beef in the Classroom program provides financial support for the use of beef products in middle and high school Family and Consumer Science, Culinary Arts, Meat/Food Science & Animal Science courses. We received 52 requests from teachers across the state. Applications are being evaluated, and we will be notifying those teachers soon.

Nebraska Youth Beef Leadership Symposium

The Nebraska Youth Beef Leadership Symposium (NYBLS) is a conference designed for high school sophomores, juniors, or seniors. Students attend the leadership conference, and participate in industry tour stops NYBLS introduces youth to career opportunities and current issues in the beef industry, as well as offer education and practice in the use of leadership skills.

The 10 Students this year are: Ashlyn Davis, Clara Belle Bishop, Holland Kelsay, Jonna Ford, Shelby Howard, Andrew Mattingly, Austin Van, Brody Hearn, Cyrus Bivens, and Joseph Tabor.

Kentucky Science Teachers Association (KSTA) Annual Convention

On November 7th, we were able to present at the 2025 Kentucky Science Teacher Association Annual Conference on the topic of utilizing the beef industry as a teaching tool in science classrooms. This stems from a partnership between us and the American Farm Bureau Federation/Vivayic. We were able to have positive feedback from our attendees, and felt like this was a valuable experience for us to be present at.