



ANNUAL REPORT 2022

The Kentucky Beef Council (KBC) continued to make strong strides in 2022 through Checkoff-funded programming that advanced beef promotion, nutrition education, youth engagement, and professional outreach. From connecting with health professionals and consumers to cultivating the next generation of beef advocates, KBC implemented a wide range of initiatives at both the state and national levels. Below is a summary of the year's key activities, condensed into major areas of focus.

Together, these activities underscore KBC's commitment to delivering value for Kentucky beef producers. Whether educating future leaders, enhancing consumer trust, or showcasing beef's nutritional power, the work of the Kentucky Beef Council continues to elevate beef as a premium, versatile protein that supports health, community, and local livelihoods.

Health Professional Outreach and Nutrition Education

A cornerstone of KBC's state programming was the expansion of outreach to health professionals. Led by contract registered dietitian Janine Faber, the Council formed strong ties with health and nutrition audiences through educational events, virtual tools, and in-person engagement:

- KBC developed a virtual beef farmer panel, featuring Kentucky producers addressing common questions from health professionals. This program was approved for continuing education credit and served as a key tool in educating dietitians.
- Collaborations included a partnership with Murray State University's graduate dietetic program, where students viewed the panel alongside a beef nutrition presentation.
- KBC was highly visible at conferences including the Kentucky Academy of Nutrition and Dietetics, where it hosted a keynote on sustainability and a Kentucky farmer panel, and at the Kentucky Academy of Family Physicians where staff presented on beef in sports nutrition and offered cooking demos.
- Additional outreach included presentations at the Kentucky Diabetes Network, and to students at EKU, Xavier, UK Hospital, and Cincinnati State.
- KBC also distributed e-newsletters to members of

the Kentucky Public Health Association and Kentucky Academy of Nutrition and Dietetics, extending resources, research, and recipes.

Retail and Consumer Promotion

Retail marketing efforts continued to emphasize beef's versatility, flavor, and value, particularly through digital platforms:

- E-commerce campaigns with Sam's Club during the 2021 holiday season drove awareness of beef online. Within Kentucky, the campaign generated nearly 600,000 impressions.
- As part of the Game Day campaign, KBC supported online activations across Chicory's network, resulting in over 5 million impressions and \$982,600 in beef sales at participating retailers.
- A Pinterest-focused summer grilling campaign with Kroger highlighted beef products and recipes, linking directly to Kroger's e-commerce site.
- KBC also launched the Beef Up Your Summer Sales retail promotion with Kroger associates, motivating stores to boost beef merchandising and reward top-performing teams.

Youth and Education Initiatives

Supporting the next generation of beef leaders remained a priority, as KBC brought beef education to youth and educators across the state:

- Through Agriculture Days, KBC connected students with foundational beef knowledge and brand awareness using fun, interactive tools like "cow ears" and hands-on demonstrations.
- KBC hosted Beef Basics Professional Development sessions for animal science educators in Bowling Green and Lexington, helping non-traditional ag teachers gain confidence in beef instruction.
- The Young Beef Producer Proclamation Day recognized 20 youth leaders and equipped them with tools and binders to help them be future beef advocates.
- During Kentucky FFA Leadership Training Center Beef Days, over 15,000 FFA members enjoyed Checkoff-funded burgers, while ag teachers received beef education materials.
- The Youth Leadership Program provided 17 students with industry exposure, touring operations like Alltech, Tarter Farm and Ranch, and Champion Pet Foods.
- Ten students participated in the Nebraska Youth Beef Leadership Symposium, exploring industry career pathways and leadership development.
- Beef in the Classroom Demonstrations gave students practical experience with cooking beef, while educating them on beef cuts, affordability, and the beef community.

Dear Fellow Producers,

For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef's promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer input guiding decisions through a grassroots process.



This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let's take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,

Brad Hastings
Amarillo, Texas
Chair, Federation of State Beef Councils

BETTER AND STRONGER TOGETHER

The Federation of State Beef Councils (FSBC) builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the FSBC each year, and more than 50% of those contributions supplement 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 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

RESEARCH \$745,000

- Product Quality
- Human Nutrition
- Market Research
- Beef Safety
- Beef Sustainability

PROMOTION \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It's What's For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It's What's for Dinner.* 300, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel: including during Thanksgiving weekend with a sponsorship of a movie premiere.

INDUSTRY INFORMATION \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

CONSUMER INFORMATION \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.



PROMOTING BEEF TO THE NEXT GENERATION OF CONSUMERS

Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of

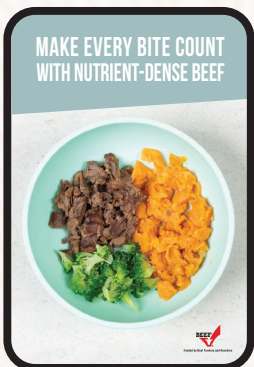
educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as The Week Jr. and ScoutLife. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It's What's For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.

STATES EXTEND E-COMMERCE EFFORTS

In November and December 2021, a nationwide club store promoted beef and the *Beef. It's What's For Dinner.* brand during the holidays on the retailer's digital properties. Holiday beef digital ads were placed on the retailer's website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

EARLY BITES WITH BEEF



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies beef.

Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with

posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

BEEF ADVOCATES BLAZE NEW TRAILS

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.

NEW SPOKESPERSON SCORES POINTS FOR BEEF



Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family's passion for beef with consumers,

and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts. Tony Romo's Playbook on *BeefItsWhatsForDinner.com* also highlighted new recipes and valuable information about beef's taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.

Influencer & Athlete Engagement

KBC's support of Kentucky Team Beef helped position beef as a performance fuel for athletes and fitness enthusiasts:

- 28 team members participated in races across the state and beyond, including high-profile events like the Chicago and Boston Marathons.
- Team Beef members also completed beef education training to serve as ambassadors, promoting the value of lean beef in active lifestyles.

Food Service Education

KBC maintained its relationship with Bluegrass Hospitality Group, offering immersive trainings for culinary staff that emphasized beef's role from pasture to plate and the science behind its rich umami flavor.



President	Cary King
Pres- Elect	Andy Bishop
Vice Pres	Jeff Pettit
Secretary-Treasurer	Ken Adams
Past -President	Chris Cooper
Assoc. Program Chair	Daniel Hayden
Beef Council Chair	Joe Lowe
*Beef Network	Allan Bryant
*Beef Solutions	Jeff Pettit

Regional Vice Presidents

Region 1	Bobby Bell
Region 2	Phylliss Gentry (vacancy)
Region 3	Allan Bryant
Region 4	Randy Warner
Region 5	Adam Chunglo
University of Kentucky	Dr. Richard Coffey

KENTUCKY BEEF COUNCIL FY22 Income & Expenditures

Revenues

Checkoff	\$1,569,367.67
Cattlemen's Beef Board	(\$638,119.02)
State Transfers	(\$265,213.00)
Interest	\$3,316.32
Total Revenues	\$669,351.97

Expenses

Promotion	\$337,972.73
Consumer Information	\$45,494.63
Industry Information	\$31,274.63
Research	\$0.00
Producer Communication	\$43,295.11
Administration	\$104,744.98
Total Expenses	\$562,782.08
Net Income	\$106,569.89