



## ANNUAL REPORT 2023

### A Message from the Chairman

As I reflect on my last year as Chairman of the Kentucky Beef Council (KBC), I am filled with pride and appreciation for the tremendous work our team, partners, and fellow producers have accomplished.

The Beef Checkoff program plays a crucial role in ensuring the long-term success of our cattle industry. Through your contributions, we are able to fund marketing initiatives, nutrition education, youth development, producer communications, and research-based outreach that strengthens the demand for beef in Kentucky and beyond. Your investment empowers us to build consumer confidence, enhance producer engagement, and drive innovation across all sectors of the beef supply chain.

I want to extend my sincere thanks to the KBC Check-off Committee—30 volunteer beef producers who help shape our state marketing plan and budget. Their time, insight, and leadership ensure that every dollar is strategically invested to support the goals of Kentucky producers.

As we look ahead, I remain confident that the Kentucky Beef Council is well-positioned to continue growing beef demand and enhancing our visibility with consumers, educators, and producers. On behalf of the entire KBC team, thank you for entrusting us to steward your check-off investment. We will continue working tirelessly to ensure every dollar delivers results.

Sincerely,

Joe Lowe *Chairman, Kentucky Beef Council*

### Promotion Highlights

This year was filled with high-visibility media campaigns and in-person events that elevated the profile of Kentucky beef:

- **Derby Burger Program:** Over 1,600 samples distributed at Kroger, BourbonVille, and Taste of Derby Festival. Targeted social media ads saw more than 49,000 views. WHAS11 and WAVE3 segments showcased our partnership.
- **Owensboro & Lexington Burger Weeks:** Over 138,000 burgers sold. The Lexington event alone had 47 restaurants with an average of 1,817 burgers sold

per location.

- **Summer Grillin' Campaigns:** 15 televised segments from Memorial Day to Labor Day on WKYT, plus a custom landing page on kybeef.com. Digital ads resulted in millions of impressions.
- **Louisville Bats:** Thousands reached through live demos, ribbon boards, and booth activations, including the Louisville Bats' "Beef Night."
- **State Fair:** Our largest consumer event all year puts us in contact with Kentuckian from across the state interested to learn more about the beef industry.
- **KHSAA Sponsorship:** KBC is proud to be a sponsor of the Kentucky High School Athletic Association (KHSAA), showcasing beef as the preferred protein of Kentucky high school athletics. Throughout the year, we reached thousands of athletes, coaches, and fans through digital signage, printed programs, and in-game promotions. These events help connect active families with the nutrition and performance benefits of beef.

### Nutrition Education & Health Professional Engagement

Led by our dietitian team, KBC expanded its presence with health professionals and created educational content that dispels myths and highlights beef's nutrition:

- **Health Professional Newsletter:** Reached over 800 subscribers across Kentucky and surrounding states. Topics included heart health, portion size, myoglobin, and food safety.
- **Conference Presence:** Exhibited at key events such as the Kentucky Academy of Nutrition and Dietetics, the Kentucky Public Health Association, and the Academy of Family Physicians.
- **Team Beef:** 50 members strong, engaging runners and health-conscious consumers. Our Team Beef booth and race events shared beef nutrition messaging with 10,000+ attendees.

### Education and Youth Programs

Investing in the next generation remains a top priority:

- **The YARDS Classroom:** Hosted over 738 students from 31 states for immersive, on-site beef education experiences.
- **Beef in the Classroom:** Reached 937 students in 9 schools through reimbursement grants for beef used in classroom lessons.
- **Teacher Professional Development:** Events like "Gate to Plate" and BQCA trainings provided over 40 teachers with hands-on learning in beef production and processing.
- **Youth Leadership & Symposiums:** From the Nebraska Youth Beef Leadership Symposium to Kentucky's Youth Leadership Program, KBC supported more than 30 youth participants exploring beef industry careers.

## DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.



- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price  
Hensler, North Dakota  
Chair, Federation of State Beef Councils



## THE POWER OF PARTNERSHIPS

The Federation of State Beef Councils 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 Federation each year, and more than 50% of the Federation’s annual budget supplements 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 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to ▼▼▼

## PROMOTION

STATE BEEF COUNCILS SUPPLEMENT: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for *Beef. It’s What’s For Dinner.*, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the *Beef. It’s What’s For Dinner.* brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual *Beef. It’s What’s for Dinner. 300*, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.

## RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **Beef Safety:** Research focuses on cattle-borne pathogens and/or their resistance, such as a current project studying the impact of water and environmental management on Salmonella.
- ▶ **Human Nutrition:** Beef farmers and ranchers continue to support nutrition research to advance the understanding of beef’s role in a balanced and healthy diet. A current project is studying the effects of beef consumption on skeletal muscle protein.

## BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as *Sports Illustrated*, *Texas Monthly*, *Seattle Times*, and *Atlanta Magazine*. Combined, these stories have, so far, reached more than 130 million consumers across the country.

## INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

## REACHING HEALTH PROFESSIONALS



Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about beef's role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education, tools and resources they could then share with their patients and clients.

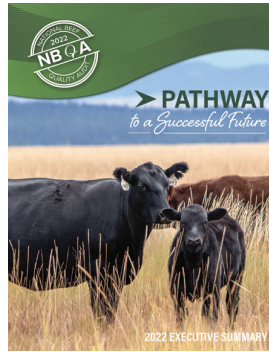
## CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer's website as well as on popular consumer lifestyle sites that led back to the retailer's beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

## NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry's primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit [www.bqa.org](http://www.bqa.org).



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

BROUGHT TO YOU BY THE FEDERATION OF STATE BEEF COUNCILS.

## INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.

## Producer Communications & Engagement

KBC made intentional efforts to strengthen connections with producers across the state:

- Stockyard Tour: Staff visited more than 20 livestock markets, meeting producers, distributing materials, and promoting checkoff programs.
- Producer Spotlight Videos: Profiles of Kentucky farm families shared on social media and kybeef.com, reaching thousands.
- Beyond the Bluegrass Tour: KBC coordinated a Kansas-based tour to expose 20 producers to other segments of the beef industry.
- Beef Advocacy Program: Planning is underway for a formal advocacy training initiative to equip producers with the skills to communicate beef's story.



President	<b>Andy Bishop</b>
Pres- Elect	<b>Jeff Pettit</b>
Vice Pres	<b>Randy Warner</b>
Secretary-Treasurer	<b>Ken Adams</b>
Past -President	<b>Cary King</b>
Assoc. Program Chair	<b>Daniel Hayden</b>
Beef Council Chair	<b>Joe Lowe</b>
*Beef Network	<b>Allan Bryant</b>
*Beef Solutions	<b>Daniel Hayden</b>

### Regional Vice Presidents

Region 1	<b>Bobby Bell</b>
Region 2	<b>Phylliss Gentry</b>
Region 3	<b>Allan Bryant</b>
Region 4	<b>Amy White</b>
Region 5	<b>Adam Chunglo</b>
University of Kentucky	<b>Dr. James Matthews</b>

## KENTUCKY BEEF COUNCIL FY22 Income & Expenditures

### Revenues

Checkoff	<b>\$1,621,481.36</b>
Cattlemen's Beef Board	<b>(\$668,251.92)</b>
State Transfers	<b>(\$275,536.00)</b>
Interest	<b>\$4,565.95</b>
<b>Total Revenues</b>	<b>\$682,259.39</b>

### Expenses

Promotion	<b>\$267,502.55</b>
Consumer Information	<b>\$50,580.90</b>
Industry Information	<b>\$41,628.25</b>
Research	<b>\$3,777.42</b>
Producer Communication	<b>\$52,320.76</b>
Administration	<b>\$163,840.31</b>
<b>Total Expenses</b>	<b>\$579,650.19</b>
<b>Net Income</b>	<b>\$102,609.20</b>