



FEBRUARY 2025

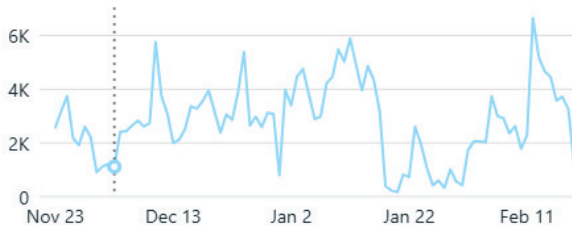
Social Media Insights

From November 23rd to February 19th, engagement and interactions on KBC's Instagram and Facebook accounts saw significant growth through both organic and paid advertising. Our total reach increased by 120.6% compared to the previous period, reaching 141K. Additionally, link clicks to our website surged by 283.8%, totaling 3.4K.

With a relatively small investment in digital ads, we achieved a nearly 570% increase in reach, post engagements, and interactions. This resulted in a reach of 99,875, 3K link clicks, and 40 new followers. These ads focused on seasonally relevant themes such as Mini Beef Wellingtons, Heart-Health Month, and other timely topics.

Reach

141K ↑ 120.6%



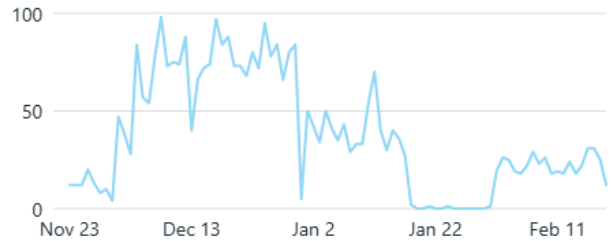
Views

294.1K



Link clicks

3.4K ↑ 283.8%



Website – kybeef.com

Since our last board meeting, kybeef.com has received 20,760 views as of February 18th, with an average session duration of over one minute. During this period, five pages accounted for the majority of traffic:

Mini Beef Wellingtons – 2,816 views

Local Beef Directory – 2,691 views

Home Page – 2,142 views

Well-Balanced Meals – 1,345 views

Heart-Healthy Recipes – 1,017 views

Additionally, the site had 13,488 regular users during this time

Sessions & Views

Sessions

15,155

Views per session

1.37

Views

20,760

Average session duration

00:01:19

News/Media Appearances

In December, we prerecorded the Wave 3 "Listens Live" show to air on Christmas Eve, a day that traditionally sees higher viewership as many people are off work or at home. During the segment, we covered various ways to prepare roasts, creative ideas for using roast leftovers, and tips for entertaining on a budget during the holidays. In January, Alex highlighted the role of beef in a balanced diet for New Year's resolutions, while Kelly shared recipes for hearty beef stew and other cold-weather meals, along with entertaining ideas for the Super Bowl.

Our new partnership with WHAS has allowed us to feature monthly segments on Great Day Live, which airs immediately after Good Morning America. This partnership also includes Facebook sharing with their audience of 380K followers.

In January, we discussed cold-weather recipes during the first snowstorm of the season. In February, we returned to highlight easy, budget-friendly meal ideas. Additionally, we partnered with WHAS for their Health and Fitness Special, where Alex represented beef's role in a healthy diet and incorporating it into New Year's resolutions. We wrapped up January by participating in their Health Fair and Expo at Jefferson Mall.

Through our partnership with WDKY/Fox in Lexington, we also had the opportunity to appear on Live from Chevy Chase, where Alex presented heart-healthy beef recipes. This is a quarterly partnership, and is also posted to their social media accounts following.



FCS Trainings

Last week, we attended the annual Professional Development Week for Family and Consumer Science (FCS) Extension Agents through the University of Kentucky. Despite inclement weather leading to the cancellation of PD Day in Carter County, Kelly was able to attend sessions in Daviess and Boone County, conducting a three-hour Beef Basics training. During these sessions, we provided resources, industry insights, and worked from Pasture to Plate to explain the beef industry. In total, we trained 86 FCS agents across Kentucky and will work to reschedule the canceled session to meet with an additional 45 scheduled agents. Feedback from these professional development events was overwhelmingly positive.

KHSAA

In the beginning of December, we were able to attend KHSAA Football State Championships. There, we were able to interact with families, athletes, coaches, and others. Through this partnership we received the in-game promotion with the flex-cam, in-game LED signage, and one gameday setup.



The KHSAA Girls and Boys Basketball State Championships will be March 12-15 (Girls) and March 26-29 (Boys). KBC will have onsite activation for the first three days of each tournament schedule. If you are interested in volunteering reach out to Kelly Baird kbaird@kycattle.org as soon as possible!

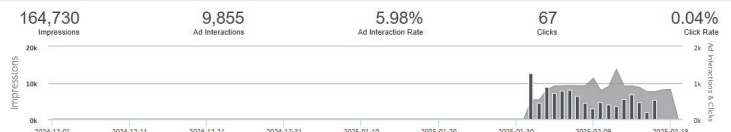
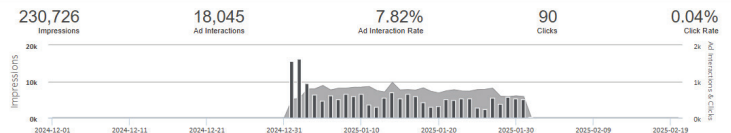
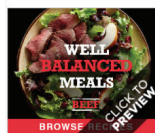
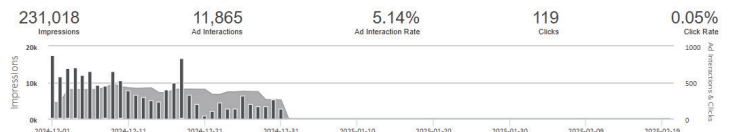
Derby Burger Update

This year, we received 55 submissions to the Derby Burger Challenge. A top 8 has been decided, and voting for the people's choice top 4 will occur on kdf.org/beef, the Derby Festival site. Once the top 4 is decided, we will have the cookoff to determine the winner at Kroger on March 10th. There will be news stations and other media present.

Spectrum Update

We continue to invest in digital advertising through display ads, TV networks, and streaming services. This approach enables us to reach key consumer hubs across the state, including Louisville, Lexington, Bowling Green, Owensboro, Newport, and more. By leveraging these platforms, we can effectively showcase the beef industry in a way that resonates with consumers.

Over the past three months, we have seen overwhelming support for the new Mini Beef Wellington recipe. This insight will be valuable in shaping future campaigns, allowing us to better target emerging recipes and food trends.



The YARDS Classroom

YARDS Groups have been slow for the start of 2025. We hosted the Green Acres Group from Cincinnati, Ohio in early February. Don't hesitate to share these opportunities out with your areas. Email Bradon to book a group at bburks@kycattle.org.

"Gate to Plate" with UK AG EDU, and UK Meats Lab

We are eager to host another "Gate to Plate" professional development event this year! Agriculture teachers will be able to explore all aspects of the beef industry. Teachers will begin at Eden Shale where they will focus on production practices, and then to the stockyards to learn about marketing. Day two will be focused on carcass breakdowns and better understanding beef grading. Teacher's will get to be hands on and break down primals down to retail cuts. Day three will be focused on cooking beef, where teachers will even get to cook their own burgers for the day utilizing unique recipes.

"Beef Basics" for Family Consumer Science Educators

This event is designed to be a one stop shop for all things beef with our FCS Educators. These Teachers will receive several resources including posters and lesson plans. They will also get the chance to see a beef sub-primal breakdown, and receive a lesson on nutrition with our very own Ms. Alex Scott.

On the Farm STEM

After hosting this group last year, the American Farm Bureau Federation has received more funding from the Cattlemen's Beef Board to host an on-farm professional development opportunity training trainers on how their curriculum utilizes the Next Gen Science Standards, while teaching agricultural concepts. We will be the east of the Mississippi River state. More details to come!

Beef in the Classroom Grant/Educational Resources Updated

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. So far for this FY, we have reimbursed \$874.01 in beef, reaching 525 students in 4 different schools.



Stockyard Tour

The Stockyard Tour has now visited eight yards across the state and is set to pick back up in the spring. As a reminder these visits show our support for Livestock Markets, provide an opportunity to discuss the check-off with producers, and provide educational and promotional materials to all. The success of these visits is due in great part to the producers who attend alongside KBC. Thank you to all who've been able to attend and who have expressed interest in our upcoming stops.

Our next stop will be at Paris Stockyards on April 14th. Anyone interested in attending this sale or any others can sign up via the QR code or can reach out to Amelia Carter at ACarter@kycattle.org



Kentucky Farm Bureau Annual Meeting



Kentucky Farm Bureau's 105th Annual Meeting took place in Louisville, KY on December 5th – 7th. As an exhibitor at the tradeshow, we were able to engage directly with KFB members, producers, and industry stakeholders from across the state. We distributed information regarding the check-off, recent program updates, and promotional items, including stickers, license plates, recipe cards, gloves, and much more.

National Farm Machinery Show

The National Farm Machinery Show took place in Louisville, KY on February 12th -15th. The event drew a diverse audience of over 300,000 attendees and provided an excellent opportunity to engage with consumers and producers alike. We were able to discuss all areas of the beef industry from pasture to plate, showcase all the program areas within the Kentucky Cattlemen's Association, and provide promotional and educational resources to all who visited our booth.



Beyond the Bluegrass

Kentucky Cattlemen's Association, Kentucky Beef Network, and Kentucky Beef Council are excited to announce that this year's Beyond the Bluegrass Tour will be taking place in Texas on April 7th- 11th. Participants will have the opportunity to experience segments of the beef industry that are unique to that area. The tour will start in Amarillo and travel through Dallas-Fort Worth, visiting farms, feedlots, research facilities, packing plants, and other industry stops along the way.

Spots are still available. If you or someone you know

would be interested in attending, you can sign up via the QR code or you can email info@kycattle.org

Freezer Beef Short Course

UKY Extension & KBN invited KBC out to the most recent Freezer Beef Short Course to discuss how the Beef Council can help producers looking to direct market beef in their community. We distributed packets of educational and promotional resources and discussed the variety of strategies they could use to enhance their market reach.

Beef Advance Session 1



The first session of the Beef Advance Class launched a year of leadership, advocacy, and industry engagement over two transformative days. The event set a solid foundation by emphasizing relationship-building and offering a fundamental understanding of the Beef Check-Off. A highlight of the session was a leadership development workshop led by Calli Thorne—a personal and professional development trainer and rancher from North Dakota—who guided attendees through an exploration of their personality traits, strengths, and communication styles. This focus on self-awareness underscored the importance of effective advocacy and laid the groundwork for stronger connections and collaboration.

The session also featured a series of industry tours that provided firsthand insights into agricultural operations. Participants visited The Riverport Terminal to learn about the logistics of transporting goods via the Ohio River,





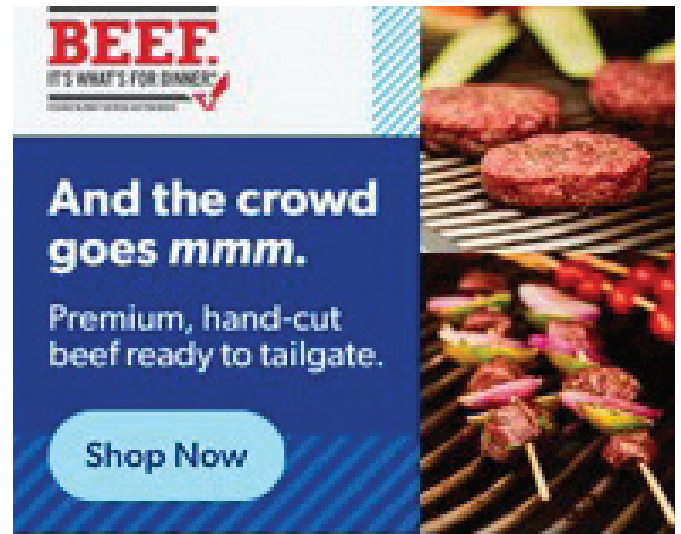
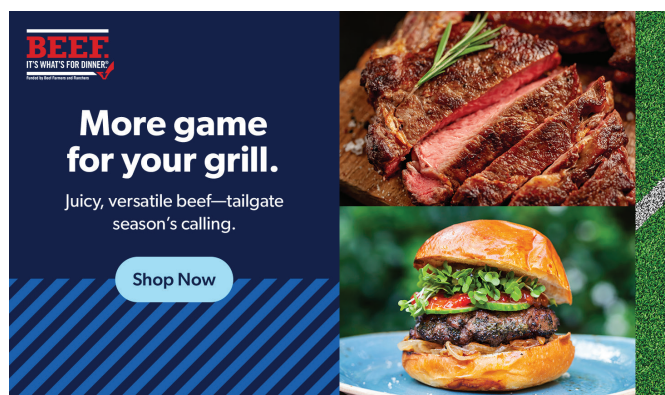
toured Cargill - Owensboro Grain to gain an understanding of soybean processing, and explored Poole Farms with hosts Jennifer and Wes Poole along with KBN facilitator Ben Lloyd. Discussions during these tours touched on farm operations, advocacy, social media, and the value of sharing personal farm stories. The experience culminated with the Kentucky Cattlemen's Association Annual Convention, offering additional networking opportunities with industry leaders across the state. As the Beef Advance program continues, attendees can look forward to further sessions that will advance their roles as dedicated advocates.

E-commerce: Sam's Club August – September Tailgating Campaign Results

Kentucky Data for \$5,000 investment

- KY Digital Ad Impressions - 858,341
- Attributable KY beef sales for this campaign - \$1,101,660
- KY ROI - \$213.96 in attributable sales

For an ad buy of \$5,000, 858,341 ad views were delivered to consumers in Kentucky. Those who saw the ads went on to spend \$1.1 million on beef within 14 days. This does not include consumers who paid in cash. This equates to an extra \$213.96 in beef sales for every dollar spent on this campaign.



National Data Overall

- Digital Ad Impression – 52.4 million | 8.2 million households
- Incremental beef sales for this campaign - \$10.9 million
- National incremental ROI - \$34.67
- National attributable ROI - \$501.90

Incremental sales data are based on test and control groups and show the extra boost of sales from the ads, while attributable sales show all sales connected to the ad exposure.

52.4 million ads were delivered nationally to 8.2 million households (~ 6 ads per household) resulting in an average of \$501.90 in attributable beef sales per household. The test groups generated an additional \$10.9 million in incremental beef sales throughout the campaign.

Celebrating One Year of Health Professional Newsletters



February 2024 marked the launch of the health professional newsletter, and over the past year, it has grown to nearly 1,400 subscribers across Regions 1 and 2. The majority of recipients are based in Kentucky (52.3%), Michigan (35.3%), and Tennessee (11.2%). Engagement with the newsletter remains strong, with an average open rate of 39.2%, exceeding the industry average of 37.7%. The average click rate stands at 2.33%, significantly higher than the industry benchmark of 0.88%. Subscribers are most likely to engage with links to handouts, recipe collections, and continuing education opportunities such as podcasts and webinars.

A key focus of the newsletter is incorporating local resources to provide readers with practical, community-based support. For example, the November issue, which explored ways to include beef in a diabetes-friendly diet, featured a collaboration with the Kentucky Department of Public Health to highlight the state's Diabetes Self-Management Education and Support (DSMES) programs. Additionally, the February edition included a registration link for a webinar hosted by the Michigan Academy of Nutrition and Dietetics, sponsored by NCBA.

healthy diet and appeared on two Louisville-area television stations to discuss this topic: a recorded segment with WHAS, which aired on January 1, 3, and 8 and a live segment on WAVE3 on January 22.

In February, Alex focused on the role of beef in a heart-healthy diet, offering strategies to reduce fat content in meals. She provided practical tips, such as rinsing cooked ground beef under warm water to remove excess fat. She appeared on WDKY/Fox 56 News in Lexington on February 18 and WAVE3 in Louisville on February 26 to discuss this topic.



Alex Scott | Registered Nutritional Director of Nutrition

Misunderstood Fat Profile of Beef

Our bodies need cholesterol to build healthy cells, but high levels of cholesterol can increase the risk of heart disease. Misconceptions about cholesterol levels include increasing dietary fats, consuming inadequate fiber and including saturated fat in the diet. Beef is often identified as a high source of cholesterol, but research shows that the American diet comes from beef. Beef is a source of lean protein and is not a source of saturated fat. Rinsing lean beef with flour can help reduce fat content, but it is not a substitute for a healthy diet.

Meat	Fat (g)	Acid (g)
Beef	15	10
Pork	20	15
Chicken	10	5
Salmon	12	8
Shrimp	5	3

Heart Healthy Recipe Collection

Enjoying lean beef is a heart-healthy choice. It's a source of lean protein and is not a source of saturated fat. Rinsing lean beef with flour can help reduce fat content, but it is not a substitute for a healthy diet.

Tips for Including Lean Beef in a Heart Healthy Diet

- Choose lean beef at the meat counter by looking for lean cuts with "lean" or "90% lean" labels.
- Choose lean ground beef by looking for "lean" or "extra lean" - it should be 90% lean or higher, often after removing fat before cooking.
- Keep portions small (3-4 oz) and use a variety of healthy fats (olive oil, avocado) to keep the diet healthy.
- Prepare and cook lean beef in healthy ways - broiling, roasting, sautéing or grilling. Thin away any visible fat.
- Add additional fiber to food without salt. Opt for enhancing flavor with onion, garlic, herbs, spices, citrus and chutneys.

Recommended Recipe

The recommended portion size of 3 ounces is about the same as the size of a deck of cards. However, the portion size of your food is not the only factor in determining the healthfulness of your diet. Beef, chicken, fish and other meats.

Lean Beef and Your Health

Lean beef is a source of lean protein and is not a source of saturated fat. Rinsing lean beef with flour can help reduce fat content, but it is not a substitute for a healthy diet.

Cow Country News

Alex regularly contributes nutrition focused articles to Cow Country Magazine. Most recent spreads include articles on the role of protein in managing diabetes for National Diabetes Awareness month in November's issue, the misunderstood fat profile of beef for American Heart Month® in February's issue, and the value of farm tours for health professionals for National Nutrition Month® in the upcoming issue for March. When applicable, Alex also shares these articles with Tennessee, Michigan, and West Virginia to be included in their quarterly publications.

Media Appearances

Alex frequently participates in media interviews to provide consumers with evidence-based nutrition information. In January, she addressed the common theme of New Year's resolutions that emphasize food restriction, offering an alternative approach that promotes balanced eating without eliminating favorite foods – such as beef. She shared practical tips for incorporating beef into a