

KENTUCKY **BEEF** COUNCIL

APRIL 2025

KHSAA Boys Basketball

Beef is the preferred protein for Kentucky high school athletics. 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.

This year we were excited to see our in-game and out-of-game activation measures coming to fruition. Throughout March 12-15 and March 26-29, we are tabling at the KHSAA Girls and Boys Basketball State Championships. Outside of our tabling efforts for our included gameday setup, we have one on-court promotion (Beef. It's What's for Dinner Flex Cam), Banners (Packed with Protein Student Section on each end), LED Ribbon Board signage, LED Courtside signage, and radio assets (one :30 spot, one feature entitlement, and one live read). Thus far we have had a great response to our presence at high school athletic events and hope that we can continue growing our relationship, possibly in sports nutrition going forward. The Packed Protein Student Section has been a standout of this partnership bringing the groups together. The girls tournament had a turn out of approximately 30,000 players and fans. There was a crowd of more than 100,000 for the boys tournament.



The signage at these tournaments has created a reach that goes farther than KBC's and the 4 walls of Rupp's reach. The photo example shows the Protein Packed, KBC logo on Rupp Arena social media. This is just one example of signage hitting other media outlets. We have also seen this in the Courier Journal, local newspapers, and other larger social media pages. Rupp Arena alone has an additional following of 300K that will see Beef signage.

WHAS Derby Burger Spot, Thunder and Derby Special

Through our partnership with WHAS in the Louisville area, we were able to film a derby burger special with the winner Ira Mowman, and Kroger Coordinator Allison Gousha. This segment was pre-recorded to air on Thunder and Derby morning. Due to the cancellation of Thunder over Louisville, our coverage of this segment was increased and we received ample amounts of extra airings, more than tripling the amount of expected exposure. This will still be aired on Derby Morning leading up to the race.



Edmonson County Cattlemen's Meeting

Kelly was able to attend the Edmonson County Cattlemen's Meeting and gave an update on checkoff activities and results.

Wave 3 Takeover and Derby Special

For our April Wave 3 Takeover show, we highlighted beef brunch/breakfast recipes, recipes that can be made in less than 30 minutes, and grilling tips and tricks to start grilling season. These segments aired on April 16th in the Louisville area market.

Derby Burger Sampling Events

The 2025 Derby Burger Winner has been crowned. On March 10th, the four derby burger finalists met at Kroger for the live cookoff. Over fifty submissions were received, then narrowed down to eight finalists. Those finalists were then voted on by the public to decide the final four. Each contestant cooked their burgers, presented the final product to the judges, and were judged on ease of preparation, creativity, taste, and overall appeal. Kelly Baird was present on the day of and did 4 news interviews during the live event on WDRB (Lou). Ira Mowman of Louisville, KY was crowned the 2025 Derby Burger Champion. Mowman prepared the Kentucky Fiesta Cheeseburger that wowed the judges



and went home as the Official Derby Burger. This burger is prepared using a Kentucky Cattleman's Ground beef patty seasoned with Dan-o's Chipotle Seasoning, rosemary, and salt, topped with avocado spread, pico de gallo, 80 Acre Farm's Romaine Calm Blend, on a sesame seed bun. Mowman has and will join the beef council on upcoming news and media events. We have already served more than 1,000 samples at Derby Festival events, and have two more sampling events in Kroger, leading up to the Derby. Through this opportunity, we were invited to serve Derby Burger samples at Kroger's Leadership Meeting, this was a great opportunity to speak with all Kroger managers and provide materials and resources.



Beef Month

Beef month is quickly approaching. We are adding dates to the calendar, eager to celebrate your producer story and beef in Kentucky. This year we are again highlighting four beef recipes throughout the entirety of the month. Following our consumer dashboard, that shows relevant research on what consumers want to

see, we decided to highlight four, easy, cost-effective, recipes utilizing lesser known or utilized cuts of beef, and more economical options. We will also continue attending more beef month events. We currently have the dates listed below, if there is something happening in your area that you would like KBC support or attendance please contact kbaird@kycattle.org and let Kelly know.

April 30th: Proclamation Signing with Governor Beshear

May 5th: Proclamation Signing with Commissioner Shell

May 8th: Hinton Mills Beef Day

May 12th: Shelby County Beef Day

May 14th: Madison County Beef Day

May 15th: Montgomery County Beef Day

May 16th: Henry County Cattlemen's Beef Month Event

May 24th: Beef Night at the Ballpark

Beef Night at the Ballpark will be on May 24th at 7:15pm this year at Slugger Field. If you are interested in attending, please contact kbaird@kycattle.org to reserve tickets, or be on the lookout for a link in the checkoff update monthly email.

The YARDS Classroom

YARDS Groups are picking up as school is starting to get towards the end of the year! Since the beginning of this fiscal year, we have hosted 18 groups with approximately 671 students, as of April 17th. We would love to have your group attend as well! 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. As of April 17th, we have reimbursed \$2,403.76 in beef, reaching 1,051 students in 12 different schools this fiscal year.





Primal Beef Cut Puzzles

We have been working with a 3-D printing company out of Frankfort to create puzzles for us that help students understand the different primal regions for beef cuts. Our aim is to get at least one puzzle to every agriculture and family consumer science teacher in Kentucky.

FCCLA State Convention

On April 24th, we attended the Family, Career and Community Leaders of America's state convention at the Galt House in Louisville, KY. Here we were able to give out educational content to teachers, such as our Google Drive resource magnets, and information on our professional developments. We also gave out approximately 1,500 Beef It's What's for Dinner T-shirts to each of the members who attended.



Youth Leadership Program

The Kentucky Beef Council is excited to host another Youth Leadership Program in 2025. This educational program is designed for youth who have a sincere desire to explore career opportunities and leadership

development practices within the beef industry. Accepted attendees will get first-hand experience in areas of beef marketing, beef production, and beef advocacy. Attendees will also be able to network with leaders about various careers, internships, and educational opportunities that they can use in their future careers. This program is open to incoming high school sophomore, junior, senior, or first year of undergraduate education students. Participants must also be a Kentucky resident and/or enrolled in a Kentucky school. Applications are due by June 15th, and can be found at kycattle.org/youth-leadership-program.

"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 subprimal breakdown with Dr. Gregg Rentfrow, and receive a lesson on nutrition with our very own Ms. Alex Scott.

"Animal Science Institute" with KY Department of Education

We have been asked by the Kentucky Department of Education to participate in their first ever Animal Science Institute. Teachers here are less likely to come from an animal science background, but are required to teach that content. We will be presenting to them on the educational content/resources that are available to them through the Kentucky Beef Council.

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. We have also been in touch More details to come!

School Food Service Training

Alex was invited to participate in a K-12 Food Service Workshop hosted by the Washington State Beef Commission. This two-day event in Prosser, Washington,

included a tour of a beef-on-dairy facility and a nutrition-focused presentation covering topics such as the nutritional profile of beef, commonly used beef products in schools, and available educational resources. The workshop also featured a cooking demonstration by NCBA Chef Dagan Lynn and hands-on group preparation of six beef-based recipes tailored for the K–12 setting.

Alex collaborated closely with California Beef Council dietitian Kori Dover to provide insights on how school food service programs in the states she represents could benefit from a similar model. Together, they co-presented on the nutritional value of beef and its role in supporting school meal programs. Moving forward, Alex and Kori plan to develop a lesson plan based on the workshop content, with the goal of making it accessible to other state beef councils – particularly those without a nutrition professional on staff.

In Kentucky, Alex has been actively working with local school groups to identify resource needs for successfully incorporating beef into school meals. The Kentucky Beef Council visited schools that regularly serve beef utilizing the Local Foods for Schools (LFS) grant and developed success stories to inspire and support other districts. Alex will continue to focus on building strong relationships with school food service professionals and identifying relevant resources and training opportunities to meet their evolving needs.



School Food Service Directors Meeting

Alex and Kenny Allen presented at the monthly meeting for school food service directors. Alex kicked off the meeting with a presentation highlighting beef's role in addressing nutrient deficiencies in children and adolescents. She also shared practical resources, including recipes, a beef food safety guide, and user guides for forecasting and developing new beef-based menu items. Following her presentation, Alex led a brief Beef in School Meals – Needs Assessment Questionnaire to identify barriers to including beef in school meals and gather input on helpful resources. The survey revealed that the most common barriers

to including beef in school lunch menus were cost, procurement difficulties, and limited kitchen staff skills. Additionally, only 33% of directors reported feeling comfortable with their kitchen staff cooking with raw beef. Kenny concluded the session by discussing Kentucky Cattlemen's Ground Beef as a successful option for bringing local raw beef into school lunchrooms.



Hebron Middle School Health Fair

On April 15th, Alex participated in a health fair at Hebron Middle School, an event open to parents, students, and community members. At her booth, she shared information about how beef fits into a healthy eating pattern for adolescents, highlighting its role in supporting growth and development. To encourage engagement, Alex brought along an interactive prize wheel featuring fun, age-appropriate beef trivia questions. The activity sparked curiosity and conversation, making the booth a popular stop among attendees. Students of all ages were especially excited to spin the wheel – and even more thrilled to sport a pair of cow ears as a fun giveaway!

Cook with Heart – Norton and Sullivan Partnership

On April 17th, Alex partnered with Norton Heart & Vascular Institute and Sullivan University to host a beef-focused cooking demonstration tailored for heart



patients and their families. The evening began with a presentation from Alex, who shared practical tips for incorporating beef into a heart-healthy lifestyle. Her talk emphasized portion control, choosing lean cuts, and pairing beef with nutrient-dense foods like vegetables and whole grains. Following the presentation, Sullivan University chefs – Chef Katie Payne and Chef Rob Beighey – led an engaging cooking demonstration featuring three globally inspired, heart-conscious beef recipes: Indian-style keema curry, Moroccan ground beef stew, and a colorful beef and vegetable stir-fry. The live demo allowed participants to observe cooking techniques, learn new flavor combinations, and better understand how beef can be part of diverse, healthful meals. Throughout the evening, attendees had the opportunity to ask questions to an expert panel composed of a registered dietitian (Alex), a cardiologist, and a professional chef, making it a well-rounded educational experience that blended culinary skills with clinical insight.

