

KENTUCKY **BEEF**[®] COUNCIL

OCTOBER 2025

MLB Activation

The Kentucky Beef Council teamed up with fellow southeastern states to represent at the first-ever Speedway Classic at Bristol Motor Speedway, where the Reds took on the Braves in front of a record-setting 91,000+ fans!

Our Beef. It's What's For Dinner. display in the Fan-zone gave us an incredible chance to connect face-to-face with fans - sharing beef knowledge, answering questions, and celebrating the farmers and ranchers behind it all. We handed out beef sticks, temporary tattoos, stickers, seasoning packets, recipe cards, and croc charms. A beef processing business in Virginia also donated beef to be used in a giveaway. Visitors in the fan zone as well as those at home through digital advertising could scan a QR code, sign up, and the winner would have a cooler of beef delivered to their doorsteps. Kentucky received 30 emails from this, and there were a total of 392 emails collected.

The states also went together to purchase digital advertising through the event. NCBA coordinated these efforts and ran ads leading up to and following game day to fans in the partnering states. In addition, we were able to use digital targeting to remain on the devices of those that attended the game and saw us in person!

Huge thanks to Ryan Miller and Andy Bishop who were able to attend and assist in the fan zone.

Kentucky State Fair

The Kentucky State Fair provided a strong platform to highlight the state's agricultural roots, with beef featured prominently. The Kentucky Beef Council hosted an interactive booth in Agland (South Wing A), showcasing beef through education on popular cuts, cooking tips, sustainability, nutrition, and byproducts. More than 5,000 cookbooks, recipe cards, and other educational materials were distributed to families across Kentucky.

The booth also created opportunities for direct engagement, with over a dozen producers connecting with consumers through conversations and trivia



activities. Visitors participated actively, learning about beef and its role in Kentucky agriculture.

Beef was also spotlighted on the Farm to Fair Cooking Stage. The program included guest partners such as the UK Gill Heart Institute and WIN WIN at UK, who emphasized beef's health benefits. Youth Leadership Program Cooking Competition winners—Ben Chaliff, Jonna Ford, Gracie Pike, and Avery Chapman—demonstrated creative beef dishes. Producer Joe Lowe highlighted the pasture-to-plate connection.

Promotional visibility extended across the fairgrounds. Beef messaging appeared on North and South Wing video screens and at the main gate. Media coverage amplified the message further, with live segments from Wave 3 News and Summit Media's Q103.1. A cooler giveaway generated more than 1,000 entries.

Beef also remained a central part of the food experience, with brisket sandwiches, the donut burger, and other items drawing attention to its versatility. Overall, the Kentucky Beef Council effectively engaged fairgoers, distributed educational materials, and reinforced beef's relevance in nutrition, sustainability, and tradition.

UK Ag Roundup

The Kentucky beef Council donated 600 burgers to the University of Kentucky's Annual Ag Roundup event. With the return of the Build-a-Better-Burger competition, beef was the highlight of the week.

University of Louisville Football Ag Day

Our team was present and set up during the UL vs. Bowling Green football game as part of Ag Day. The event provided a strong opportunity for visibility and engagement with fans and the broader community. We secured prime real estate, positioned directly next to the Card March, where the team enters prior to the game. This location gave us maximum foot traffic and visibility. We also distributed promotional materials like koozies, fans, and more. This was a great event to showcase beef.

News Media

Over the summer, our news media presence was strong and consistent, anchored by a season-long focus on summer grilling. We partnered with WKYT on a weekly show that ran from Memorial Day through Labor Day, supported by email blasts and website takeovers to amplify reach. In Louisville, we executed monthly takeover shows with WAVE: June and July highlighted summer grilling, August showcased activities at the fairgrounds, and September shifted to Food Safety Education Month and tailgating. We also secured valuable bonus placements with WHAS, including a feature on their Grill Master's tailgating show, along with our regular Great Day Live segment to promote



tailgating recipes. To close out the quarter, we delivered our final FY 2025 show with Fox56 on In the Kitchen with Tam and Leigh, spotlighting fall tailgating themes. Altogether, this mix of recurring features, themed takeovers, and bonus placements provided extensive visibility across multiple markets and platforms, reinforcing our messaging throughout the summer and into fall.

We continue to do our monthly email blast with Wave, that is sent out to their email list.

Social Media Advertisement

Our social media advertising campaigns continue to perform strongly, driving website traffic and audience engagement. Over the past several months, we have executed targeted campaigns tied to seasonal themes and key messaging.

- April (Derby Burger): Generated nearly 47,000 views, reaching over 28,000 people with 781 link clicks.
- May (Beef Month): Delivered our strongest results with 55,000 views, a reach of over 27,000, and 830 link clicks.
- June-July (Summer Grilling): More than 100,100 views, more than 53,000 reach, and 1,183 link clicks.
- August (Back to School/Kid Friendly) Attracted 30,000+ views, reaching nearly 20,000 people, with 528 link clicks.
- September (Tailgating Recipes – ongoing): Currently active, already showing 28,000+ views, a reach of nearly 19,000, and 462 link clicks as of September 23rd.

These campaigns effectively leveraged timely themes—Beef Month, summer grilling, back-to-school, and tailgating—to engage audiences with practical, seasonal



content. Overall, the ads have consistently delivered strong reach and engagement at efficient cost levels, reinforcing KBC's messaging and driving website traffic.

Coming Soon

The Kentucky Beef Council Cross Country State Championship (KHSAA) will be November 1st at Horse Park. If you are interested in attending or volunteering, please contact Kelly Baird via email at kbaird@kycattle.org.

The YARDS Classroom

YARDS groups are available to be booked this fall! 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 hosted another “Gate to Plate” professional development event this year. Agriculture teachers explored all aspects of the beef industry. Teachers began at Eden Shale where they focused on production practices, and then went to the stockyards to learn about marketing. Day two focused on carcass breakdowns and better understanding beef grading. Teachers were hands-on and broke down primals into retail cuts. Day three focused on cooking beef, where teachers cooked their own burgers for the day utilizing unique recipes.

“Beef Basics” for Family Consumer Science Educators

This event was designed to be a one-stop shop for all things beef with our FCS Educators. These teachers received several resources, including posters and lesson plans. They also had the chance to see a beef subprimal breakdown and received a lesson on nutrition.

“Animal Science Institute” with KY Department of Education

We were invited by the Kentucky Department of Education to participate in their first-ever Animal Science Institute. Teachers there were less likely to come from an animal science background but are required to teach that content. We presented to them the educational content and resources that were available through the Kentucky Beef Council. We also did a beef basics jeopardy, and a beef taste test project, which teachers could easily mimic in their classrooms.

On the Farm STEM, Train the Trainer

After hosting this group last year, the American Farm Bureau Federation received more funding from the Cattlemen’s Beef Board to host an on-farm professional development opportunity, training trainers on how their curriculum utilized the Next Gen Science Standards while teaching agricultural concepts. We served as the east-of-the-Mississippi River state this year, having approximately 15 teachers from across the country.

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. For



FY25, we were able to reimburse \$6,829.13 worth of beef reaching 3,157 students in 27 different schools.

Youth Leadership Program

The Kentucky Beef Council proudly hosted another successful Youth Leadership Program July 28th through August 1st, welcoming around 40 participants, including 4 from New York State. Designed for students with a strong interest in the beef industry, the program offered hands-on experiences in beef marketing, production, and advocacy. Participants also engaged with industry leaders to explore career paths, internships, and educational opportunities. Some of our activities included a beef chopped challenge, a behind the scenes tour of Malone's, beef carcass breakdown, mock bull auction, leadership networking dinner, and several farm tours.



KY Angus Field Day

We were able to present to around 85 Kentucky Angus Producers at their annual summer picnic. We discussed how the beef check off works, our marketing plan/strategies, as well as some key events and programs that help keep beef at the front of mind for our consumers.



FCCLA State Convention

KBC was able to attend FCCLA's State Convention in late April. During our visit, we were able to network with over 1,400 members and teachers sharing with them the resources and opportunities available to them both including the Beef in the Classroom Program, teacher professional development events, and youth leadership programs. We also provided 1,400 Beef It's What's For Dinner T-Shirts to all attendees, students and teachers.



FFA State Convention/Beef Advocate Proclamation Day

Kentucky FFA marked its 96th State Convention in early June with a variety of competitions, from public speaking to team sales, showcasing the skills of future agricultural leaders. Our participation included distributing approximately 1,500 Beef It's What's For Dinner T-Shirts at the trade show to FFA Members and Agricultural Teachers. Participants shared why they advocate for the beef industry on social media to receive a shirt, generating significant publicity and engagement.

33 passionate advocates for the beef industry gathered to sign the "Kentucky Beef Council's Young Beef Advocate Proclamation," celebrated for their commitment to becoming future leaders in Kentucky's beef industry. Alongside KCA Executive Vice President Dave Maples and KBC Chairman Ryan Miller, they pledged to share personal experiences and champion



the stories of 32,000 beef farm families. Recognizing rising beef demand, they vowed to raise awareness and equip themselves with tools to effectively communicate the industry's importance. Participants received framed proclamations and resources to empower them in advocating for beef and engaging with consumers seeking accurate information about the industry.

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. We are only able to have 10 seats for this year's program. Applications are being evaluated this week.

Kentucky Science Teachers Association (KSTA)

We have had several conversations with the Kentucky Science Teachers Association, along with the American Farm Bureau Federation/Vivayic on a partnership for their 2025 Kentucky Science Teachers Association Annual Conference. We will be a Gold Sponsor, and will be presenting content with our friends at AFBFA at the KSTA Annual Conference November 7th.

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 208 producers, 9 processors, and represents 83 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

Burger Week Recap

KBC partnered with Burger Weeks across the Commonwealth, supporting events in Lexington, Louisville, Frankfort, Owensboro, and Versailles. Each event featured unique burger creations that encouraged diners to explore participating businesses. The promotion reached thousands of consumers across the state and reinforced beef's role as a centerpiece of Kentucky's food culture. Each city reports unique data back to sponsors.

Lexington reported 46 unique offerings and an all-time high online engagement rate.

Louisville reported 69 participating restaurants with many selling out daily, and over 900 app users with 4 or



NYBLS
NEBRASKA YOUTH BEEF
LEADERSHIP SYMPOSIUM

November 17th - November 23rd, 2025
Lincoln, NE at the University of Nebraska-Lincoln

APPLY NOW

APPLICATIONS DUE BY **SEPTEMBER 26TH**. EMAIL BBURKS@KYCATTLE.ORG WITH ANY QUESTIONS



LOCAL BEEF

IS CLOSER THAN YOU THINK



BUY SELL



Lexington
BURGER WEEK

JULY 7-13, 2025

PRESENTED BY
KENTUCKY BEEF COUNCIL

FOR ONE GLORIOUS WEEK, LOCAL SPOTS ARE SLINGING MOUTH-WATERING, OFF-MENU BURGERS FOR JUST \$7!

SPONSORED BY
FIELD MAIN WISE BIRD

PRODUCED BY

more restaurant check-ins (ordering food) completed.

Frankfort's second annual burger week offered 17 burger options, double from last year.

Owensboro sold 63,105 burgers—totaling 15,776 pounds of ground beef and \$504,840 in burger sales throughout the week.

Beef Advanced

The Beef Advance advocacy leadership program launched in January 2025 and has completed three 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.

Upcoming Sessions

- Session IV – Pikeville (October 14–16, 2025)
- Session V – Louisville (January 13–14, 2026)
- Graduation – Owensboro at the KCA Convention (January 15, 2026)

Through these sessions, the 9 producers in Class I are gaining tools to strengthen their advocacy skills, expand their networks, and represent Kentucky's beef industry with confidence.

Beyond the Bluegrass

In April, KCA, KBC, and KBN partnered to host the second annual Beyond the Bluegrass Tour. This year's trip brought producers and industry leaders to Texas to explore segments of the beef industry beyond Kentucky. The tour began in Cactus with in-depth visits to JBS Processing Facility and Tannery, where participants followed cattle from the live holding area, through the fabrication floor, and finally to the tannery to observe the processing of wet blue hides. In Dalhart, the group met





with XIT Feeders, a 75,000-head feedyard, and toured Deer Creek Feeding, a replacement heifer development program, raising more than 85,000 dairy calves. Stops also included West Texas A&M University's Caviness Meat Science Center, Matador Ranch with its historic cattle and horse operations, and R.A. Brown Ranch, known for its nationally recognized breeding program. Along the way, participants experienced regional landmarks like Palo Duro Canyon and the Fort Worth Stockyards, connecting modern beef production with the broader history and culture of the industry. Plans are already underway for the Beyond the Bluegrass Tour 2026, with the next location to be announced soon.



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 (acarter@kycattle.org) to sign up and receive a notification once that yard's date is confirmed.



Beef Cooking Demonstrations with the Gill Heart & Vascular Institute

On September 4th and 5th, Alex led a series of four beef-focused cooking demonstrations in collaboration with a registered dietitian at the Gill Heart & Vascular Institute. Offered to cardiology patients as part of ongoing nutrition education during cardiac rehabilitation, the sessions reached a total of 32 participants across the two days. Each session begin with a brief presentation from Alex on how lean beef can be part of a heart-healthy lifestyle, including four simple, practical tips for managing sodium and saturated fat intake. As part of the demonstration, Alex prepared a flank steak using a low-sodium marinade on an indoor electric grill and serve it with roasted vegetables – offering a flavorful, balanced meal option that supports cardiovascular health.

Food As Health Alliance Recipe Videos

In January 2025, Alex partnered with the Food as Health Alliance (FAHA) to develop and film three beef-focused recipe videos. Two of the videos were prepared and narrated by Alex, while the third featured Rachel Miller, Oncology Dietitian at the Markey Cancer Center. FAHA coordinated with an outside videographer for filming and editing, and the completed videos were shared in August. Created to educate patients on cooking and incorporating healthful foods, the videos will be featured alongside other FAHA recipe content in waiting rooms and hospital rooms across UK HealthCare facilities. In addition, we are able to share these videos on our own platforms – including the KYBEEF YouTube channel – and have the exciting opportunity to extend their reach by sharing them with other hospitals as well.

University of Kentucky Dietetic Student Farm Tour

Alex attended a farm tour at Daniel and Alison Smith's farm with 18 University of Kentucky dietetic students. Students learned about cattle raising practices from the Smith's including basic animal husbandry and feeding. Alex provided goody bags for the students and shared about her role as a registered dietitian working in agriculture highlighting resources included in the bags such as the pasture to plate booklet, lean beef and heart health science update, reducing fat in ground beef and more.

Kentucky Academy of Family Physicians Annual Conference

The Kentucky Academy of Family Physicians Conference was held at the Holiday Inn in Bowling Green, Kentucky, on Friday, September 5th. Registered Dietitian Consultant, Janine Faber, was able to exhibit and interact with the 89 family physicians, residents, medical students, KAPF staff, and other exhibitors/sponsors. At our exhibit booth, Janine asked the attendees if they receive questions about nutrition and/or beef from



their patients and directed them to lean beef research, resources, recipes, and guides. For registering for the monthly Kentucky Beef Council Health Professional newsletter, participants were entered to win a cast iron skillet. Our sponsorship also included a full-page, full-color ad in their conference program which highlighted a QR code to the health professional newsletter registration page, nutrition information from Beef Aficionados, recipes from Beef It's What's For Dinner, and gave general lean beef recommendations such as choose the correct portion size, choose lean, choose variety. The attendees always appreciate the partnership with the Kentucky Beef Council and thank KBC for being involved in their conference.

Guest Webinar with the UK Gill Heart & Vascular Institute

On August 7th, the Kentucky Beef Council was invited to be a part of the Cardiac Conversations webinar hosted by the UK Gill Heart & Vascular Institute. Cardiac Conversations is a quarterly networking meeting designed to engage attendees in interactive, in-depth discussions that address trending topics, practical issues, and best practices across the cardiovascular spectrum. The purpose is to:

- Give participants the opportunity to meet their colleagues across the Commonwealth.
- Learn from others through conversation and discussion.

- Improve cardiovascular care across the network.

This program reaches their 28 hospital systems across the state of Kentucky bringing the cardiac rehabilitation centers together. The webinar started with a presentation entitled “Cardiac Rehab: Best Practices & FAQs” by two UK HealthCare cardiac rehab professionals. Then, dietitian Janine Faber, consultant with the Kentucky Beef Council, was able to lead a 30-minute presentation for the extended Cardiac Conversation presentation, called “After the Chat”. During this presentation, Janine discussed tips for including lean beef in a heart healthy lifestyle while sharing research, recommendations for choosing, preparing, and serving lean beef, and resources for health professionals and their patients. This partnership allowed the Kentucky Beef Council to reach Cardiac Rehab Managers, Heart and Lung Nurse Supervisors, and Cardiology Clinic Practice Managers, as well as other cardiac rehab professionals. Over 21 professionals and healthcare professional groups participated in the presentation, and afterwards, the recorded presentation was shared to those unable to attend live.

Guest Lecture with ECU Healthcare Students

Consultant dietitian, Janine Faber, traveled to Eastern Kentucky University on Thursday, September 25th to present to 31 first year students majoring in healthcare studies including nursing, occupational therapy, and pre-vet. During the presentation, Janine shared her role as a dietitian working with the Kentucky Beef Council, benefits of health professionals working with agriculture, and information about the Kentucky Beef farms and producers. She also gave general nutrition tips for different food groups including protein and how to find lean cuts of beef. Janine provided the students with a handout which included ideas for healthy choices at the dining hall, quick and easy meals in a dorm room, and better choices for eating out around campus, including examples with beef. At the beginning and end of the presentation, Janine and the students discussed barriers which may prevent people from eating well and action steps which may help to break through the barriers. The presentation concluded with sharing the importance of collaboration to best assist the patient/customer meet their health goals.