

KENTUCKY **BEEF** COUNCIL

FEBRUARY 2026

Jeb Burton, NASCAR Driver

This multistate activation includes partnerships with the Florida, North Carolina, Virginia, and Alabama Beef Councils to sponsor NASCAR driver Jeb Burton. The Beef. It's What's for Dinner. (BIWFD) logo will be prominently featured on his helmet, both sides of the car, and the rear of the vehicle. In addition, digital BIWFD advertising will run through Connected TV (CTV) and Google Ads targeting NASCAR viewers during and following race events.

While Kentucky will not have an in-person activation, BIWFD and participating State Beef Councils will conduct fan engagement activities at six races, including Daytona, Talladega, Charlotte, and Martinsville. These activations will include meet-and-greet opportunities, giveaways, and promotional interactions with Jeb Burton.

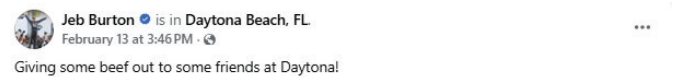
During each NASCAR weekend, Burton will also serve as a mobile marketing ambassador, visiting campground and tailgate areas to engage directly with fans and provide incentives for those preparing beef at their race-day gatherings.

As part of the contract, Burton will promote beef through a coordinated social media campaign aligned with key summer holidays, including Memorial Day, Independence Day, and Labor Day. A retail promotion will also take place in partnership with Burton, participating State Beef Councils, and the grocer Food Lion.

Burton's social media includes approximately 71,000 followers on Facebook, 64,000 on Instagram, and 15,000 on TikTok, providing strong reach and visibility for beef promotion messaging.

Ongoing Contracts

The following partnerships are continuously ongoing and have activations, communications, and projects monthly. Our media partnerships provide strong statewide visibility across television, digital, streaming, radio, and in-venue placements. With WAVE3, this includes a 30-minute monthly takeover show, commercial placements, monthly e-newsletters, and a full Derby week takeover. Through WLEX Peacock



streaming, commercials air during NFL programming to reach highly engaged sports audiences. Our partnership with WDKY includes quarterly “Live from Chevy Chase” segments, commercial placements, website takeovers, and newsletter-style sponsored content. With WKYT, summer grilling segments air weekly from Memorial Day through Labor Day and are rebroadcast multiple times, supported by a website takeover and weekly recipe highlights.

Sports partnerships further expand reach and connect with passionate Kentucky fans. With UK Athletics, placements include Rupp Arena signage, e-newsletter inclusion, and pre- and post-game radio spots. Our partnership with WKU Athletics includes signage at sporting events, logo usage, program advertisements, segments on the “Talkin’ Tops” show, and a summer grilling giveaway social media promotion. Additional television reach is provided through WBKO commercial placements. Digital amplification is supported by Gray Digital, utilizing streaming TV, display advertising, and television commercial extensions. Radio and streaming audio placements through iHeartMedia provide additional frequency and reach through traditional radio spots and digital streaming platforms.

Google Ads (as of February 17th)

We began running consistent google advertising on January 28th. We are starting with a smaller budget of \$10 a day targeting display ads through google and google search advertising. Already, we have seen an increase in viewership of our website and google has moved to the top starting point for visitors. Since beginning ads, we have had 907 clicks to the website and over 45,000 impressions.

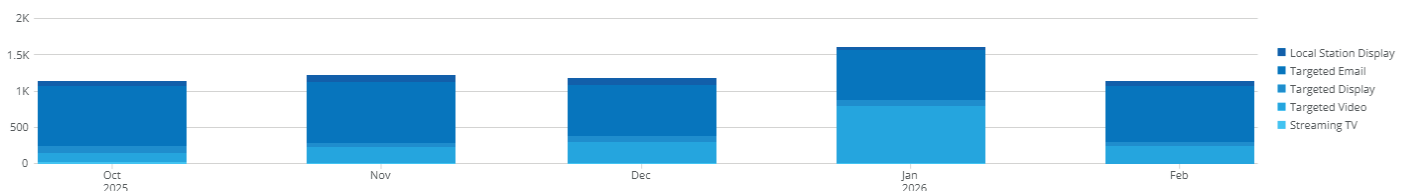
Social Media Ads and Organic Content (As of February 17th)

We have continued to place ongoing social media ads. We increased our budget from \$5 a day to \$10 a day in November, and have seen a drastic increase in impressions, views, and interactions with KBC content. Overall, we saw the largest increase in quality interactions with more than 117,000 views in January and more than 3,000 profile clicks in December and January. Overall, this is a small investment that continues to draw consumers closer to BIWFD and KBC communication.

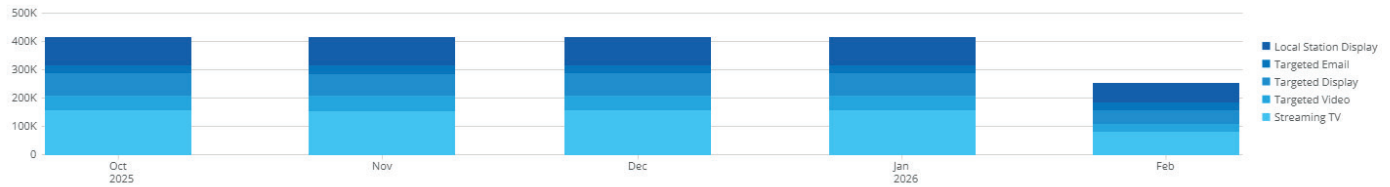
Outside of our advertising, we have seen an increase in views organically. From January 21-February 17th, we saw more than 103,000 views on our natural content. This can be accounted for through regular posting.

Boosted Facebook post	Jan 13	Website visitors	Completed	16,511 Views	10,934 Viewers	-- Follows	242 Landing Page Views	\$74.85 Spent at \$3.00 per day
Ad	Dec 31, 2025	Website visitors	Completed	117.2K Views	67,153 Viewers	-- Follows	1,108 Landing Page Views	\$309.79 Spent at \$10.00 per day
Ad	Nov 30, 2025	Website visitors	Completed	88,761 Views	53,382 Viewers	-- Follows	2,292 Landing Page Views	\$309.90 Spent at \$10.00 per day

Timeframe	October 2025	November 2025	December 2025	January 2026	February 2026	IMPRESSIONS TOTAL
View Table By	Impressions	Impressions	Impressions	Impressions	Impressions	
Streaming TV	155,546	154,927	155,555	155,555	80,648	702,231
Targeted Video	52,497	52,500	52,500	52,500	29,985	239,982
Targeted Display	78,751	78,750	78,751	78,750	45,007	360,009
Targeted Email	28,571	28,571	28,571	28,571	28,571	142,855
Local Station Display	100,007	100,009	100,008	100,016	69,954	469,994
GRAND TOTAL	415,372	414,757	415,385	415,392	254,165	1,915,071



Impressions by product, by date
 Hover over a product in the legend to view only that product.



Website Refresh Upcoming

Beef. It's What's for Dinner. recently completed a website refresh to provide a more modern, user-friendly experience and ensure content remains current and relevant for consumers. As a result of these national updates, kybeef.com is expected to undergo a similar refresh to align with the updated platform, design, and functionality. We are currently awaiting confirmation from the national team on the anticipated completion timeline and next steps for implementation.

The YARDS Classroom

YARDS Groups have been fairly steady for this fiscal year. As of 2/20/26, we have had 11 groups and approximately 368 people come through the classroom with a lesson. Don't hesitate to share these opportunities out with your areas. Email Bradon to book a group at bburks@kycattle.org.

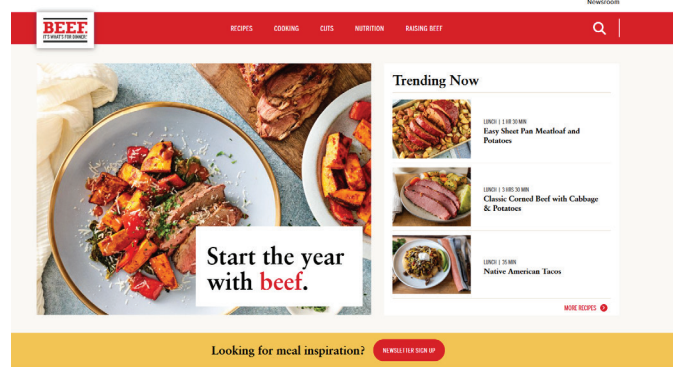
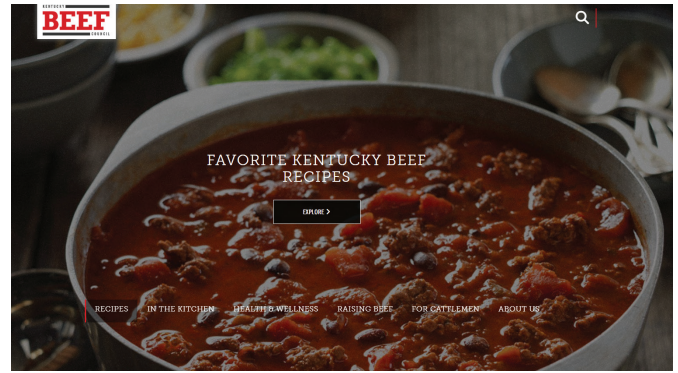
Future Teacher PD's:

WKU STEM TIP Professional Development

In partnership with STEM educators, through Western Kentucky University, we will be doing a professional development experience this spring focused on new and upcoming STEM educators. Participants will engage in inquiry-based, hands-on learning that aligns with Next Generation Science Standards while demonstrating how biology, chemistry, environmental science, and applied mathematics are embedded throughout the beef value chain. By highlighting authentic industry applications and career pathways within Kentucky's beef sector, our goal is to enhance teacher competency, promote STEM integration, and provide meaningful classroom connections that prepare students for future opportunities in agriculture and food systems.

On the Farm STEM

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. They have asked Kentucky to host another event this year, however it will be designed for Kentucky high school science teachers only! We have already received partnerships with the Kentucky Science Teacher Association (KSTA) and the Partnership Institute for Math and Science Education Reform (PIMSER). Applications for science teachers are now open and are due April 3rd, and can be completed at <https://form.jotform.com/260294672622055>.



Beef Evaluation PD

The Kentucky Department of Agriculture conducted a survey with our KY Agriculture teachers on what areas they struggled with teaching in their classrooms. One of the glaring areas of concern was all on meat evaluation. Participants will explore the beef production process from live cattle to carcass, including instruction on USDA quality and yield grading through hands-on activities and grading cards. Educators will tour Green River Meats, gaining insight into industry-standard processing practices and cooler grading. The day concludes with a mini meat evaluation contest and discussion on classroom integration, contest preparation, and instructional resources. The event will be Tuesday, July 7th beginning at Taylor County High School. To register, visit <https://forms.gle/RCSL2TPGZTcRWUJ99>.

4-H Volunteer Forum

We will be presenting two different workshops at the Kentucky 4-H Volunteer Forum on February 27th. Both of these will be an overview of who the KBC is, how we work, as well as some “Beef Basics” information that we feel like all 4-H agents and FCS agents in Kentucky should know about. This is one of the first times, in a while, that we have been able to present to this many agents in the state at once.

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. We have approved 41 schools, giving approximately \$11,500 worth of beef back to Kentucky teachers, teaching the importance of beef as a protein source.

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 212 producers, 10 processors, and represents 84 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

Beef Advance

The first class of Beef Advance advocacy leadership program concluded in January 2026 after completing 5 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 attended the Region 5 KCA meeting. Classroom sessions covered storytelling and tribal strategies, beef nutrition, and social media outreach.

Session IV – Pikeville (October 14-16, 2025): The class visited Ridgeline Coal, Blessed Ridge Farm, & Apple-Atcha Orchard. Education Sessions included a full day of intensive Media and Spokespersons Training, foreign animal diseases, movement regulations, the Secure Beef Supply Plan, and an overview of USMEF.

Session V – Louisville (January 13-14, 2026): Tours included Sullivan University Culinary Campus, Kentucky Department of Homeland Security, Heaven Hill Distillery, Oxbow Meats, and What Chefs Want. The education portion wrapped up with a recap of Media and Spokesperson Training by reviewing their individual video interviews. A graduation dinner was held at Volare Italian Ristorante with an opportunity to meet the head chef.

Graduation – KCA Annual Convention 2026

The KBC website has been updated to include a dedicated landing page for Beef Advance. This page provides an overview of the program’s structure and goals, along with an application-reminder form for anyone interested in joining Class II. Applications will open in fall 2026, and anyone who signs up for reminders will receive the application link directly as soon as it goes live.

Visit kybeef.com/beef-advance and click “application reminder” to submit your reminder.

Kentucky Farm Bureau Annual Meeting

Kentucky Farm Bureau’s 106th Annual Meeting took place in Louisville, KY on December 3th – 5th. 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, ear tag cutters, and more. We also took the opportunity to collect newsletter sign-ups. The event generated 90 sign-ups for the KBC producer newsletter and/or the consumer newsletter.





National Farm Machinery Show

The National Farm Machinery Show took place in Louisville, KY on February 11th -14th. 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. The event generated over 100 sign-ups for the KBC producer newsletter and/or the consumer newsletter.

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 Nebraska on April 26th – 29th. Participants will have the opportunity to experience segments of the beef industry that are unique to that area. The tour will start in St. Joseph, Missouri and travel through to Omaha, Nebraska, visiting farms, feedlots, research facilities, packing plants, and other industry stops along the way.

All participant spots for this year’s tour have been claimed. However, sponsorship opportunities are still available. If you or someone you know may be interested in partnering with us, please reach out to Rachel Cain, Jake Harrod, or Amelia Carter for more information.

E-Commerce Results: August – Late Summer/Early Fall Campaign Results

Kentucky Data Overview

- KY Digital Ad Impressions: 560,301
- KY Households Reached: 77,356
- KY Attributable Beef Sales: \$634,850
- KY Attributable ROI: \$126.97

For a \$5,000 investment, over 560,000 ads were delivered to Kentucky consumers. Those who saw the ads went on to spend \$634,850 on beef within 14



days of ad exposure (This does not include purchases made with cash, as sales are tracked through linked credit/debit transactions.) This equates to \$126.97 in

attributable beef sales for every \$1 invested in this campaign.

National Data Overview

- Digital Ad Impressions: 42 million
- Households Reached: 7.4 million
- National Attributable Beef Sales: \$109.8 million
- National Attributable ROI: \$321.19
- National Incremental Beef Sales: \$9.89 million
- National Incremental ROI: \$28.93

Incremental sales are calculated using a test and control group model. Members who were served our ads were compared to a similar group who did not see the ads. The group exposed to the ads purchased \$9.89 million more beef than the control group. Incremental sales are only available at the national level due to statistical requirements.

Attributable sales represent beef purchases made within 14 days by households that were served one of our ads and completed their purchase using a linked credit or debit card.

Health Professional Newsletter: 2025 Year End Growth Update

The Health Professional Newsletter continues to serve as a key regional communication tool for delivering evidence-based, beef-focused nutrition resources to health professionals across Regions 1 and 2. In 2025, strategic promotion at conferences and coordinated list-building efforts with partner states resulted in substantial growth, expanding the newsletter’s reach to 1,960 subscribers across 11 states, representing an overall growth of 40.8% for the year.

Growth was observed across both long-standing and newer partner states, with particularly strong increases in core states Kentucky (+24.2%), Tennessee (+110.2%), and Michigan (+17.7%), reflecting successful outreach and targeted recruitment efforts. Alex currently manages and tracks state-specific lists for Kentucky, Tennessee, Michigan, West Virginia, North Carolina, and Alabama, providing guidance on newsletter promotion and ensuring consistent engagement across states. Engagement metrics remain strong, with average open and click-through rates meeting or exceeding industry benchmarks, and subscribers most frequently engaging with downloadable handouts, recipe collections, and continuing education resources.

Nutrition Focused Social Media Toolkit Library

Over the past several months, Alex has developed a centralized, nutrition-focused social media toolkit library to support both seasonal campaigns and evergreen education efforts across partner states. This library includes ready-to-use, ARMS-approved images and captions, as well as caption-only resources that allow states to customize graphics while maintaining consistent, evidence-based messaging. Content areas span monthly and seasonal themes alongside evergreen topics such as food safety, sports nutrition, sustainability, and balanced eating.

Regional Reach & Growth of the Health Professional Newsletter

STATE	SUBSCRIBERS	PERCENT GROWTH 2025	LEVEL OF ANNUAL PARTNERSHIP
Alabama	15	1,400% ▲	Complimentary
Kentucky	903	24.2% ▲	Year-Long Partnership
Michigan	579	17.7% ▲	Year-Long Partnership
North Carolina	4	100% ▲	One-Time Partnership, Complimentary
Tennessee	330	110.2% ▲	Year-Long Partnership
West Virginia	116	5,700% ▲	Year-Long Partnership
Miscellaneous (TX, OH, OR, IN, IA)	13		
Overall	1,960	40.8% ▲	



Boost Winter Meals with Beef Broth

Swap water with beef broth to add richer flavor and extra nutrition to your favorite cold-weather dishes.

- **Richer flavor** – Add savory depth to grains, veggies, and soups
- **Nutrient boost** – Provides protein, minerals, and electrolytes
- **Heartier meals** – Makes dishes warmer, cozier, and more satisfying
- **Winter-Perfect** – Enhances soups, stews, and even mashed potatoes for a cozy, nourishing twist

Small swap, *big impact*.





Sous Vide Beef Short Ribs with Smashed Avocado Toast

Eat to sleep better. Nutrients found in beef – including **zinc**, **magnesium**, **iron**, and **B vitamins** – help support relaxation, recovery, and the body's natural sleep processes.



- 24 HRS 5 MINS
- 4 SERVINGS
- 38G PROTEIN
- 640 CAL

The toolkit is shared with partnered states to streamline content creation and improve consistency across platforms. To date, Alex has completed social media toolkits for December, January, February, March, and a dedicated Food Safety campaign, with additional topics in development. As a yearlong initiative, the social media library will continue to expand to meet emerging needs, seasonal priorities, and partner state requests. As always when you see these posts give them a like, comment, or share to boost interactions!

Heart Month Media Interviews

In recognition of American Heart Month, Registered Dietitian Alex Scott appeared on FOX 56's Live From Chevy Chase in Lexington (5-minute segment) and WAVE3's Listens Live in Louisville (8-minute segment). During both appearances, Alex shared practical, heart-conscious cooking tips for reducing the fat content of ground beef, including draining, blotting with a paper towel, and rinsing cooked ground beef with hot water. She emphasized this approach as a budget-friendly strategy, noting that research shows these steps can reduce the fat content of 70/30 ground beef from approximately 30 grams to about 4 grams – comparable to 96/4 lean ground beef, without the higher cost.

Family Friendly Cooking Media Segment with Janine Faber

On January 6, registered dietitian consultant Janine Faber appeared on Louisville's WAVE3-TV to discuss the benefits of involving children in meal planning and preparation, using family-friendly beef recipes as practical examples. During the segment, Janine highlighted Beef. It's What's For Dinner. recipes and shared age-appropriate ways kids can participate in the kitchen while learning about nutrition, food safety, and basic skills such as measuring. The interview reinforced key nutrition messages, including beef's role as a source of protein, iron, and zinc, and positioned beef as a family-friendly option that supports both nutrition education and shared mealtime experiences.

Boost Winter Meals with Beef Broth

Swap water with beef broth to add richer flavor and extra nutrition to your favorite cold-weather dishes.

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BEEF
IT'S WHAT'S FOR DINNER.®

