

KENTUCKY **BEEF**[®] COUNCIL

APRIL 2026

Kentucky Association of Nurse Practitioners and Nurse-Midwives Conference

A key health professional audience we have been aiming to engage with more intentionally is nurses across the state of Kentucky, as they often have extended interactions and conversations with patients. This marked our second year exhibiting at the Kentucky Association of Nurse Practitioners and Nurse-Midwives Conference, which drew 392 nurses and nursing students over the three-day event. This year's conference was held at the Crowne Plaza Louisville Expo Center. Registered dietitian Janine Faber represented the Kentucky Beef Council at the exhibit booth on Thursday, April 16, where she established connections and generated meaningful engagement with attendees. She interacted with nurses across a variety of specialties – including wound care, obstetrics, family practice, and oncology – many of whom found the provided nutrition resources valuable for supporting their patients. Additionally, 29 nurses subscribed to the monthly nutrition newsletter, further extending the reach of these educational efforts. Opportunities were also identified to engage with University of Louisville nursing students and explore potential partnerships with the Kentucky Cancer Program.



Kentucky Derby Festival

The derby burger is featured with all ingredients at all Kroger stores in the Louisville area as well as most stores in Lexington, Georgetown, Elizabethtown, Bardstow, and Owensboro. This year, the derby burger endcap is in the most Kroger stores in history, more than 60 stores across Kentucky and into Indiana.

We have or will be doing three Kroger samplings in front of the meat case to promote purchasing beef and trying the Derby Burger at home. We also sampled at two derby festival events, Bourbonville and Taste of Derby Festival. Throughout April we have sampled more than 1,600 samples. The Derby Burger is also sold at the Chow Wagon at Fest-a-Ville leading up to the derby, located at Waterfront Park.

Kroger invited us to join them on their weekly segment on the WDRB morning show. Throughout the season we have been able to highlight the derby burger and starting our grills for summer grilling on WHAS, WAVE, and WDRB in the Louisville area.

Kelly was able to participate in the Morning Line Interviews at Churchill Downs, numerous radio stations from outside of Louisville and Lexington were present talking all things derby. Kelly was able to do 11 radio interviews across different stations that increased our geographical reach larger than possible on our own.

Talkin' Tops Segment and Grilling Giveaway

Through our partnership with Western Kentucky University Athletics, we were able to do the Talkin' Tops'



segment at WBKO, highlighting beef and our KY beef producers.

We also did a grilling prize pack giveaway where those could opt-in to receive emails from the Kentucky Beef Council. Through this promotion, we gained over 600 emails to add to the list of consumers receiving the KBC Monthly consumer newsletter.



Marion County Farm and Home Show

Kelly was able to attend the 2026 Marion County Farm and Home Show to do a 30-minute presentation on Beef and how to stretch your dollar across multiple meals. Thank you Steve Downs for the invitation.



WAVE Listens Live

For our monthly takeover show, we were able to team up with Dan Oliver from Dan-O's seasoning to highlight Grilling tips and tricks and the 2026 Derby Burger. Dan also joined us for a derby week showcase takeover show. We discussed derby appetizers, the derby burger, and kicking off May, beef month! Having Dan-O's fans tune into our takeover show increased our reach even greater.

WKYT Summer Grilling

Summer grilling has begun! Kelly was able to film 8 out of 15 segments this past week that will air weekly between Memorial Day and Labor Day. Throughout this time, we will have a weekly segment focused on a specific grilling recipe, weekly targeted ads on their participating websites, streaming commercials



that will air throughout the entirety of the season, and multiple segments that will continuously air throughout the weeks. In addition, there will be a grilling contest where everyone can enter to opt-in for emails and more information from us.

Upcoming Beef Month Events

Happy Beef Month! We're excited to celebrate KY's beef producers especially. We are looking forward to large social media takeovers, producer spotlights, featured recipes, and more information.

What to expect this BEEF MONTH

We're celebrating Kentucky's beef industry all month long, and so are our counties! Below are just events we know of, feel free to let us know how best we can support your beef month events this May:

April 30 and May 1 – Derby Burger Samplings at Kroger

May 4 – Proclamation Signing with Commissioner of Agriculture Jonathan Shell

May 5 – Hinton Mills Beef Day

May 7 – Proclamation Signing with Governor Andy Beshear

May 8 – Henry County Cattlemen's Beef Month Cookout

May 12 – Full Beef Month Takeover Show on Wave Listens Live

May 12 – Madison County Beef Day

May 18 – Shelby County Beef Day

May 20 – Boyle County Beef Day Event

May 26 – Show on Live from Chevy Chase, WDKY/Fox56

THE YARDS CLASSROOM

YARDS Groups have been fairly steady for this fiscal year. As of 4/22/26, we have had 15 groups and approximately 521 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.

WKU STEM TIP Professional Development

In partnership with STEM educators, through Western Kentucky University, we were able to do a professional development experience with new and upcoming STEM educators. Our program was an inquiry-based, hands-on learning opportunity that aligned with Next Generation Science Standards while demonstrating how biology, chemistry, environmental science, and applied mathematics are embedded throughout the beef value chain. Our event had around 30 attendees in total, and was a great evening with several very meaningful conversations and questions.



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). In total, we received 21 applications to attend our event!

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>.

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.





A Thank You From Alex

As I prepare to transition from my role as Southeast Regional Director of Nutrition, I want to take a moment to express my sincere gratitude to the Kentucky Beef Council, the Kentucky Cattlemen's Association, the Kentucky producers, and all of our partner states for the opportunity to serve in this position over the past two and a half years.

This role has been incredibly rewarding. I have had the privilege of working alongside passionate producers, dedicated staff, and fellow dietitians who are deeply committed to sharing the story of beef and advancing nutrition education. From health professional outreach and consumer education to farm tours and media opportunities, each experience has strengthened my appreciation for the connection between agriculture, nutrition, and the communities we serve.

While I am excited for the next chapter, it is not easy to step away from a role where I get to work with so many amazing people!! I am confident that this position will continue to make a strong impact, and I look forward to seeing the continued success of the programs and partnerships we have built together.

Thank you again for your support, trust, and collaboration.

Best wishes,

Alex Scott MS, RD, LD