

KENTUCKY **BEEF**[®] COUNCIL

JUNE 2026



Beef Month

Throughout Beef Month, we have increased our social media presence with at least five posts per week focused on featured recipes, ingredient utilization, nutrition information, and more. We have also increased spending on social media and Google ads to highlight Beef Month recipes while transitioning toward summer grilling content as May ends.

We kicked off Beef Month with a strong start through a radio interview with Alan Watts and two Derby Burger samplings. Throughout Derby season, we sampled more than 2,000 burger samples.



We officially launched Beef Month during the first KBC Committee meeting, where Commissioner Jonathan Shell joined us to proclaim May as Beef Month in Kentucky.



On May 5, we attended Hinton Mills Beef Day, where we participated in three radio interviews and helped host a cook-off among industry partners and friends. Teams included representatives from the Chamber of Commerce, Retail Federation, 4-H, FFA, KJCA, KDA, celebrity guests, and more.



Then, on May 7, Governor Andy Beshear, surrounded by producer leadership, officially signed the proclamation recognizing May as Beef Month.

On May 12, we attended Madison County Beef Day, where we handed out burgers and participated in radio interviews. Simultaneously, we completed our full 30-minute takeover show with Wave3 Listens Live in Louisville.

On May 15, we attended a Beef Month celebration in Trigg County where we did radio interviews, and presented "poor man's burnt ends" using a chuck roast. This event was held at WKDZ.

May 18 marked Shelby County Beef Day, where we tabled and connected with local producers and community members while burgers were served.



On May 20, we attended the Boyle and Bourbon County Beef Day drive-thru events, where we distributed information and engaged with community members.

Another exciting highlight is the KHSAA Track and Field State Meet, taking place May 21–23. We were on-site with Team Beef speaking with athletes, parents, and attendees throughout the event.

On May 28th, we participated in a radio segment at “The Big Dawg, WVLC” in Campbellsville. We talked about how we work to celebrate Kentucky’s beef farm families, and did a call in giveaway for a beef grilling pack.

We also did our quarterly show with WDKY/Fox56 on their show, Live from Chevy Chase, and did a radio show in Marion County.

Digital Ads

Through the past three months (April-June), we have had more than 1.3 million impressions, 5.6K clicks, and 576K completed views. The largest number of impressions come from streaming TV, while our largest percentage of clicks comes from our Targeted email and display. We’re seeing a lot of the clicks coming from reputable websites such as the Courier Journal and Fox news, with consumers located in Louisville and Lexington being our most frequented clickers.

Google Ads

We have been running digital ads under their new tool Performance Max. This allows you to capitalize on functions through the entirety of their capabilities funnel. Across these advertisements alone, In April, we had 310 clicks on the website, 32,366 impressions, for beef month, we had 314 link clicks with 13,434 impressions. As of June 22nd, we have had 304 link clicks, and 7,289 impressions on our Summer Grilling ad. These advertisements are showing a direct increase in views and interactions on our YouTube channel as well. Danny shared that in the past month alone we’ve had 7,200 views, at 32.3 hours of ‘watch time’!

Summer Grilling with WKYT

From Memorial Day to Labor Day, we are doing weekly recipe highlights and segments for summer grilling with WKYT. Segments with Kelly and WKYT news entertainers air four times a week on Tuesdays at 9am and 3pm, Thursdays at 10am, and Saturdays at 7am. In addition to running during these show times, all segments live on WKYT.com/summergrillin for the duration of the summer, we have rights to logos and digital ads and have more than 100 commercials throughout the summer. In addition, there will be 50 promotions run per month to highlight tuning into everyday KY to watch the recipe segments, and 87,500 promised livestream impressions, and 50,000

Ad



Website visitors

Fire up the grill and make dinner the best part of summer 🍷 🍔 Our Grilling...

46,342
Views

30,689
Viewers

631
Landing Page Views



Website visitors

May is Beef Month and we're celebrating the nearly 32,000 beef producers across...

86,446
Views

43,774
Viewers

1,579
Landing Page Views



Website visitors

The 2026 Official Derby Burger has been crowned, and this year it's bringing bold...

53,419
Views

33,295
Viewers

1,624
Landing Page Views

Timeframe View Table By	April 2026 Impressions	May 2026 Impressions	June 2026 Impressions	IMPRESSIONS TOTAL
Streaming TV	155,554	155,556	108,888	419,998
Targeted Video	52,488	52,500	36,718	141,706
Targeted Display	78,752	78,749	55,046	212,547
Local Station Display	100,012	133,478	152,911	386,401
Targeted Email	28,571	28,571	28,571	85,713
Local Station Video		37,569	71,688	109,257
GRAND TOTAL	415,377	486,423	453,822	1,355,622



WKYT Summer Grillin' Sponsored by Kentucky Beef Council and Cincinnati Ford Dealers



display ads on wkyt.com! There is also a monthly Native article that'll live on WKYT.com, and an advertisement on their news app. There will also be two email blasts in August. To finish off the summer grilling activation, we will participate in a tailgate contest, where all of the emails gathered will be added to our personal database.

Social Media

From April-June on social media, we had 299K views, a 5% increase from the previous period, and 129K viewers. In addition, there were 4.5K link clicks, a 30.9% increase from the previous period. We also had a 107% increase in new followers, and a 55.2% increase in page visits! Overall, we have seen a large increase in leads from



our paid content. But, with our large increase in organic content, we have seen an overall increase in positive interactions.

The YARDS Classroom

YARDS Groups have been fairly steady for this fiscal year. As of 6/18/26, we have had 22 groups and approximately 736 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.

Beef Evaluation Professional Development

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 are happy to announce that this year, we reimbursed 26 schools, reaching 2,850 students, giving \$5,413.86



worth of beef back to Kentucky teachers, teaching the importance of beef as a protein source.

FFA State Convention/Beef Advocate Proclamation Day

Kentucky FFA marked its 97th 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 1,400 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. We were also able to give out over 100 folders to teachers that included lesson plans, links to graphics, and our 3-D printed beef cut puzzles, all for teachers to extend how they are able to teach beef content within their classrooms.

37 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 President Allan Bryant and KBC Chairman Wayne Zoglmann, they pledged to share personal experiences and champion the stories of 31,000 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.

KBC Youth Leadership Program

The Kentucky Beef Council will be taking 26 attendees on this year's Youth Leadership Program, July 27th to July 31st, 2026. 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.

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 214 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





Beyond the Bluegrass

Beyond the Bluegrass is an annual educational tour designed to expose Kentucky cattle producers and industry leaders to different segments of the beef industry across the United States. The 2026 tour took 24 participants to Nebraska from April 26-29, where they visited operations and organizations including National Beef Leathers, the American Angus Association, Boehringer Ingelheim, Linetics Ranch, Neogen GeneSeek, the University of Nebraska-Lincoln Feedlot Innovation Center, Champion Feeders, JBS, and Omaha Steaks. The program provides participants with a broader understanding of the beef supply chain, industry innovation, and consumer-driven markets while fostering leadership development and industry engagement.

Kentucky Association of Meat Processors (KAMP) Conference

KBC participated as an exhibitor at the Kentucky Association of Meat Processors (KAMP) Conference held April 16-18 in Bowling Green. The conference provided an opportunity to connect with processors from across the state, share educational and promotional resources, and discuss ways KBC can support processor marketing efforts and consumer beef promotion. Participation also helped strengthen relationships with processors and



identify opportunities for future collaboration, facility visits, and industry support initiatives.

Beef Advance Graduate Community Involvement

Graduates of the Beef Advance continue to serve as advocates for Kentucky agriculture through volunteer and educational outreach efforts. On April 22, Beef Advance alumni Hannah Grace Childress and Jenny Price volunteered at Scott County Ag Day, reaching approximately 430 fifth-grade students through a “Plants to Protein” educational program. The lesson demonstrated how cattle convert grass and other forages into high-quality protein, helping students better understand the connection between agriculture, food production, and nutrition while showcasing the value of beef in a healthy diet.



Beef University at Bluegrass Hospitality Groups

Beef University is a recurring educational program conducted in partnership with Bluegrass Hospitality Group to provide restaurant employees with a deeper understanding of the beef industry. The most recent session was held May 20 and included seven participants representing a variety of roles within BHG operations. Topics included cattle production, beef sustainability, animal care, beef nutrition, cooking methods, and common consumer questions. By increasing employee knowledge and confidence, Beef University helps



restaurant staff better communicate the value of beef to customers. Sessions are offered twice annually.

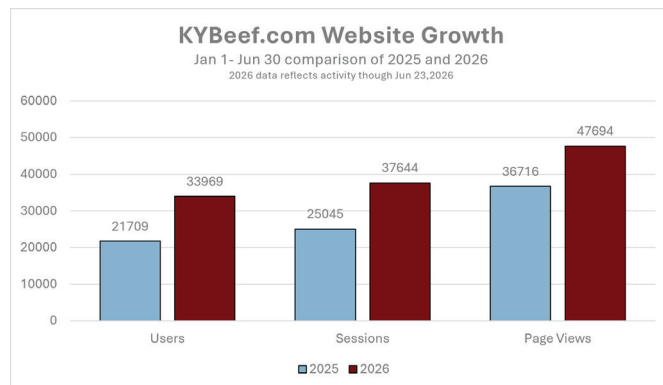


Apparel Store Open at KYBeef.com

KBC recently launched a new online apparel store accessible through the homepage of KYBeef.com. The store was created in response to requests for KBC 7 BIWFD-branded merchandise and offers a variety of products including shirts, hats, backpacks, and other items, with additional products being added regularly. The online storefront provides a convenient year-round option for supporters to purchase branded merchandise and engage with the beef community.

KYBeef.com Analytics

KYBeef.com continues to serve as a valuable resource for consumers seeking information about beef nutrition, recipes, local beef purchasing opportunities, and Kentucky's beef industry. Website traffic has shown strong



growth in 2026, with data collected through June 23, 2026, already exceeding many key metrics from the same period in 2025.

Compared to Jan. 1–June 30, 2025, website users increased from 21,709 to 33,969 (+56%), sessions increased from 25,045 to 37,644 (+50%), and page views increased from 36,716 to 47,694 (+30%). Nearly 60% of website traffic originated from mobile devices. The most visited content during the reporting period included the Kentucky Beef Council homepage, Well-Balanced Meals, Beef Month promotions, Derby Burger content, and the Local Beef Directory.

Lexington Burger Week

KBC will serve as the presenting sponsor of Lexington Burger Week, scheduled for July 6-12, 2026. The event is expected to feature more than 40 participating restaurants throughout the Lexington area. As part of its sponsorship, KBC is also supporting the Ultimate Grilling Giveaway, featuring a Blackstone griddle and grilling accessories.

Louisville Burger Week

Louisville Burger Week is advertised to take place July 14-20, 2026. KBC has supported the event in previous years as an opportunity to promote beef and engage consumers through restaurant partnerships. Due to unresolved administrative and partnership considerations, KBC will not participate as a sponsor of the 2026 event. Staff remain open to future collaboration opportunities and will continue to evaluate participation opportunities as they arise.

