



OCTOBER 2025

### Partnerships in Action Conference

Kelly Baird and Bradon Burks represented the Kentucky Beef Council at the annual Partnerships in Action (PIA) Conference, held Oct. 13-16 in Denver, Colorado. The event brought together state beef councils from across the country to collaborate on expanding Beef Checkoff efforts and share strategies for driving beef demand.

Keynote speaker and professional baseball player Ty Blach shared how his agricultural roots shaped his work ethic and passion, emphasizing teamwork and mentorship. Attendees explored national and state Checkoff programs, consumer trends, and upcoming Beef. It's What's For Dinner. promotions, strengthening collaboration between state and national partners.

### Marketing and Partnerships Update

Kelly Baird has finalized advertising contracts for the new fiscal year and is coordinating with partners to allocate placements and update creative assets. These efforts ensure consistent brand representation and maximize the impact of Kentucky Beef Council's

KENTUCKY  
**BEEF**  
COUNCIL



**TAILGATING WITH BEEF ON GAME-DAYS**



There's nothing like the excitement of game day - nothing brings fans together quite like great food. Whether you're at the stadium or hosting from your backyard, beef is the MVP of tailgating. From handheld

marketing investments. We have worked hard this year to step back, evaluate progress, and make educated and rational decisions.

### Upcoming KHSAA Event

The Kentucky Beef Council Cross Country State Championship will be held at the Kentucky Horse Park on Saturday November 1st. We will have an on-site activation in conjunction with Team Beef. If you can attend and volunteer, please contact Kelly Baird at [kbaird@kycattle.org](mailto:kbaird@kycattle.org).





### Wave Email

We continue to send monthly emails through Wave3 News. This email goes out to all of their database at roughly 42,000. We provide content monthly and receive reporting. Wave is great about sending out an additional email halfway through the month as well.

### Social Media Ads

Through social media advertising, we have grown to have 1,147 post engagements (up 100% from the past 60 days) and over 1,000 link clicks and website visits. This small investment allows us to better track engagement and metrics regarding beef information distribution.



### 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.

### 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. Teachers are able to apply now at <https://www.kybeef.com/education/education-resources>. Applications are due November 1st.

### 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.

The 10 Students this year are: Ashlyn Davis, Clara Belle Bishop, Holland Kelsay, Jonna Ford, Shelby Howard, Andrew Mattingly, Austin Van, Brody Hearn, Cyrus Bivens and Joseph Tabor.

### Kentucky Science Teachers Association (KSTA) Annual Convention

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.

### Multi-State Health Professional Outreach

As part of ongoing regional support efforts, Alex represented partner state beef councils this fall at key professional conferences in Michigan and West Virginia, reaching both health professionals and educators with credible, science-based beef nutrition messaging.

In September, Alex attended the Michigan Chapter of the American Academy of Pediatrics (MIAAP) conference in Traverse City, Michigan, on behalf of the Michigan Beef Industry Commission (MBIC). The event hosted 124 pediatricians and pediatric specialists. Alex shared information on how beef fits into a balanced diet and highlighted NCBA resources on topics such as beef as a first food, iron deficiency in adolescent females, and beef's role in addressing key nutrient gaps during adolescence. MBIC also sponsored Saturday's lunch, where the hotel chef prepared a variation of the Beef Filets with Ancient Grain & Kale Salad recipe from Beef. It's What's For Dinner. Each attendee received a printed recipe card at their place setting, and before the meal, an AAP video on introducing a variety of foods early in life – including meats like beef – was shown. Alex then gave brief remarks emphasizing beef's role in supporting growth and development from early childhood through adolescence.

In October, Alex represented the West Virginia Beef Industry Council (WVBIC) at the West Virginia Chapter of the Society of Health and Physical Educators (SHAPEWV) conference in Bridgeport, West Virginia. This professional development event brought together about 100 K-12 health and physical educators as well as

coaches. At the WVBIC booth, Alex shared educational resources highlighting how beef fits into a balanced diet and supports adolescent nutrition. She distributed NCBA materials and Sports Nutrition Game Plan (SNGP) resources while helping participants sign up for the SNGP program. Several attendees and vendors were also beef producers, providing a valuable opportunity for them to see their checkoff dollars in action. WVBIC also sponsored an ad in the conference's digital program, further promoting the Sports Nutrition Game Plan.

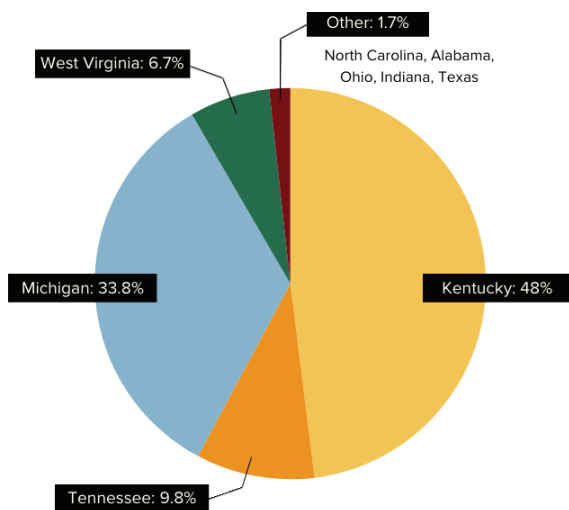
### Norton Heart & Vascular Institute Webinar

Alex was invited to present as part of the Norton Heart & Vascular Institute's monthly Heart to Heart webinar series on October 14, 2025. Her 30-minute presentation covered topics including an overview of the cattle industry, the nutritional profile of beef, common misconceptions about beef's fat composition, and general protein guidance.

She concluded the session by sharing four practical tips for incorporating beef into a heart-healthy lifestyle:

1. Choose lean beef whenever possible.
2. Take extra steps to reduce fat content.
3. Choose appropriate portion sizes.
4. Pair properly portioned lean beef with a variety of healthful foods and behaviors.

The webinar had approximately 20 attendees, and participants received a copy of the presentation slides and an NCBA created handout on reducing fat in ground beef following the session.



### Health Professional Newsletter Update

The health professional newsletter now holds subscriber lists for 6 states! This includes Kentucky, Tennessee, Michigan, West Virginia, North Carolina, and Alabama. Most recent newsletter topics include supporting adolescent health for back to school in August, beefing up your food safety skills for National Food Safety Education month in September, and protein needs

across the lifespan in October where Alex shared the most recent High-Quality Protein Toolkit resources.

The health professional newsletter has grown to over 1,800 subscribers across Regions 1 and 2. The majority of recipients are based in Kentucky (48%), Michigan (33.8%), Tennessee (9.8%), and West Virginia (6.7%). Engagement with the newsletter remains strong, with an average open rate of 38.7%, exceeding the industry average of 37.7%. The average click rate stands at 2.64%, significantly higher than the industry benchmark of 0.88%. Subscribers are most likely to engage with links to handouts, recipe collections, and continuing education opportunities such as podcasts and webinars.

### Farm Tour

We kicked off October by hosting 5 dietetic interns and 1 internship director from UK Hospital Internship and Lexington VA Internship programs on Tim and Amy White's Farm in Lexington. The following week, we hosted 4 nutrition students and their 1 instructor from Cincinnati State at 12 Mile Beef in California, Kentucky.

At 12 Mile Beef, Michelle from the Campbell County Health Department started the program with a presentation providing an overview of agriculture including interactive questions. Dietitian consultant, Janine Faber, presented to both groups about the importance of health professionals working with agriculture and how the Kentucky beef farmers and the Kentucky Beef Council staff can be good resources for accurate information. Janine also discussed lean beef nutrition information, beef resources, lean cuts, heart-healthy recommendations, recipes, and research. The farm tours both included learning about the lifecycle of cattle, cattle feed, hormones, antibiotics, and cattle care. Each attendee took home a Kentucky Beef Council reusable lunch bag with goodies and resources to use and share. To prepare for the tours and to gather thoughts after the tours, the attendees completed a pre-survey and post-survey. Some of their statements from the post-survey included:

*I found the hormone information to be most interesting, but being aware of the cuts of meat I feel was most beneficial for me to learn and pass on to others!*

*I loved discussing the nutritional differences between grass and grain fed cattle*

*"I really enjoyed learning about the meaning of grass fed as well as the difference between grass versus grain finished. This was new information for me, and I think it will be very applicable when counseling future patients/clients."*

*"I enjoyed learning about the nutrition information of beef and learning about how many servings are optimal to have during the week."*

*"The tour was absolutely perfect. There's nothing I'd change."*

At the conclusion of the post-survey, attendees shared their names and email addresses to continue to receive updates and information in our monthly Health Professional Newsletter.