



2023-2024 Marketing Plan

The **Kentucky Beef Council** is an organization working for the cattle producers of Kentucky in areas of promotion, education and research. The Beef Checkoff funds these programs.

The Checkoff is a \$2.00 per head collection, which is placed on all Kentucky cattle when they are sold. Fifty cents out of every Checkoff dollar collected goes to the Cattlemen's Beef Board in Centennial, CO., which oversees Checkoff programs. The remaining \$1.50 stays in Kentucky to fund state coordinated activities.

Beef producers created our \$1 National Checkoff as a self-help promotion, research and information program to influence demand for beef. It was approved in 1988 by 79 percent of beef producers in a referendum after grassroots input shaped the program. The \$1 State Checkoff was voted on in November of 2014.

The programs outlined in this document are the result of a review of market research, programs made available for use by the national Beef Checkoff program, and an analysis by the committee of current business conditions impacting the Beef industry and beef demand in Kentucky.

BEEF INDUSTRY LONG RANGE PLAN

VISION

“To be the protein of choice around the world, trusted and respected for our commitment to quality, safety and sustainability.”

MISSION

“Ensure the long-term prosperity of the US beef industry by sustainably producing the most trusted, highest quality and consistently satisfying protein for consumers around the world”

CORE CHECKOFF STRATEGIES

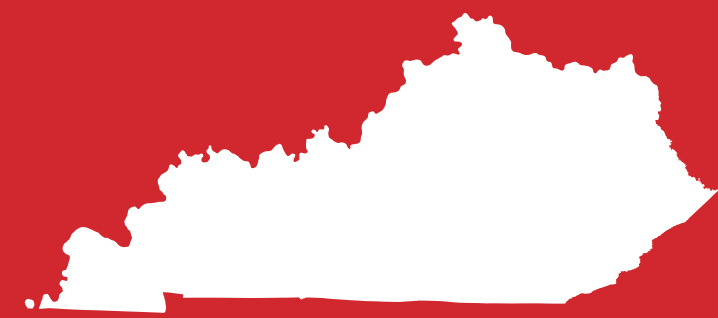
The following Core Strategies are those that can be addressed by the KBC:

- Drive growth in beef exports
- Grow consumer trust in beef production
- Promote and capitalize on the multiple advantages of beef
- Improve the business climate for beef
- Safeguard and cultivate investment in beef industry research, marketing and innovation



MISSION STATEMENT

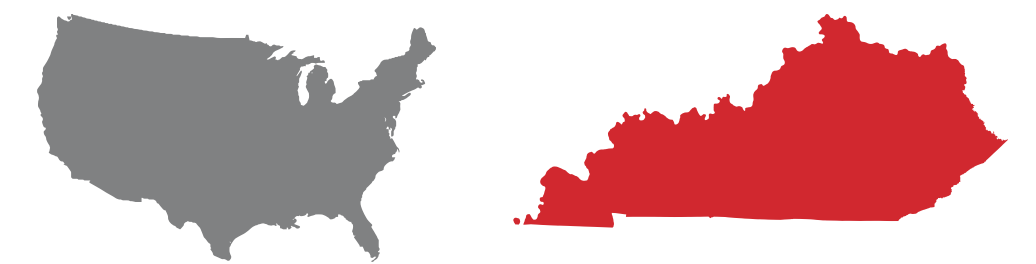
Increase demand for beef
by enhancing trust and connecting our
beef community from pasture to plate.



KEY FINDINGS

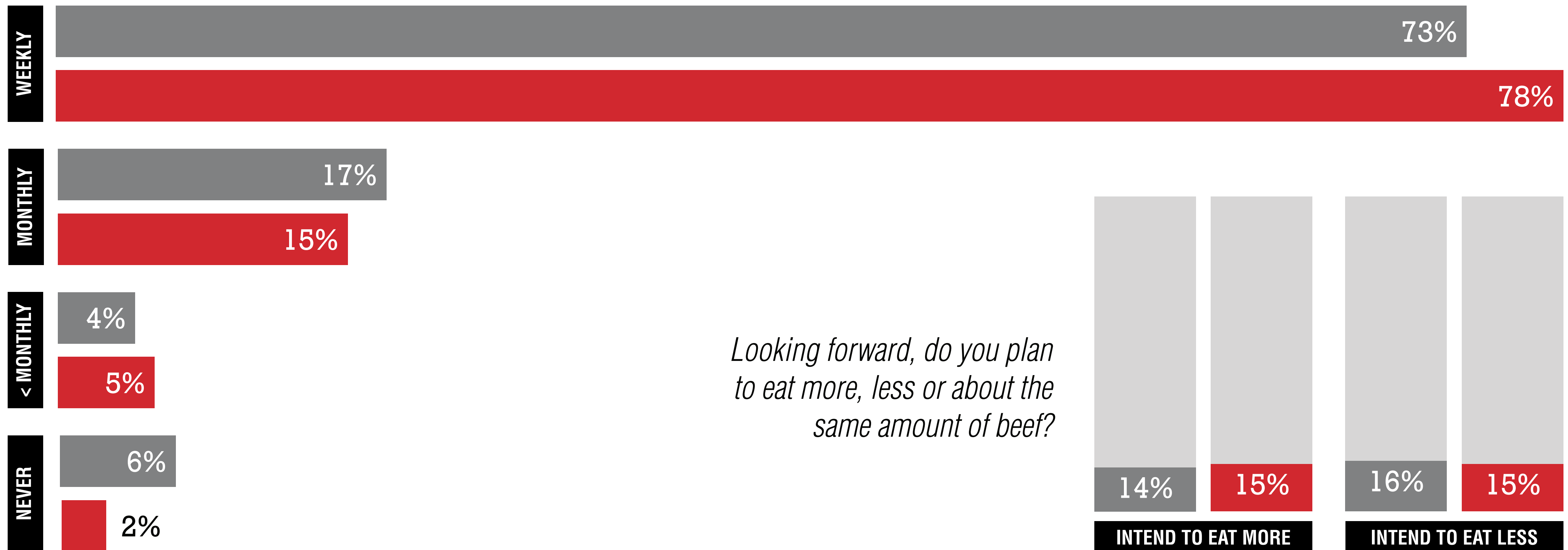
- Beef consumption is high nationally and in Kentucky, with **78% eating beef at least once per week**
- Overall, consumers in Kentucky have **positive attitudes towards beef.**
- Kentucky consumers claim to have **limited knowledge of beef production. Less than ½ are positive about beef production**, which is similar to the Total U.S. line with those nationally
- When making **meal decisions**, those in Kentucky consider **taste, value, and safety** the most
- **Trust** in the beef industry is **a bit lower compared to the U.S.** with more consumers claiming to be **unsure/neutral** towards the statements
- Kentucky consumers could be **encouraged to eat more beef** by having **quick and easy** meal ideas, ideas for how to use **ground beef, and nutritional information** about beef
- Awareness of BIWFD is identical between the U.S. and Kentucky and 15% are aware of Kentucky Beef Council
- **Animal welfare** is top of mind when addressing beef and sustainability and Kentucky consumers place higher priority in addressing **beef affordability, worker safety, and land conservation** than those nationally

BEEF CONSUMPTION



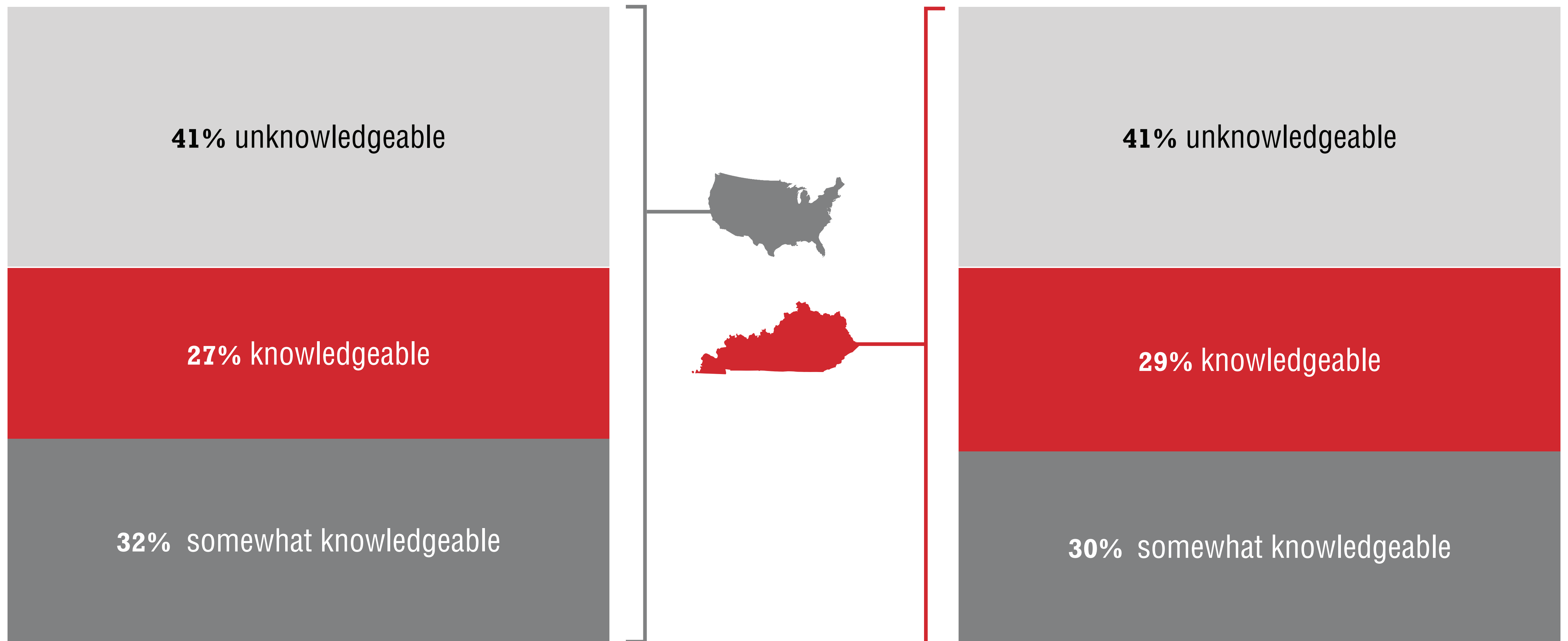
Slightly more consumers eat beef on a weekly basis in Kentucky compared to those nationally. Looking forward, consumers do not indicate a significant net change in consumption.

Thinking about all your meals – breakfast, lunch, dinner, and snacks – how frequently do you eat beef?



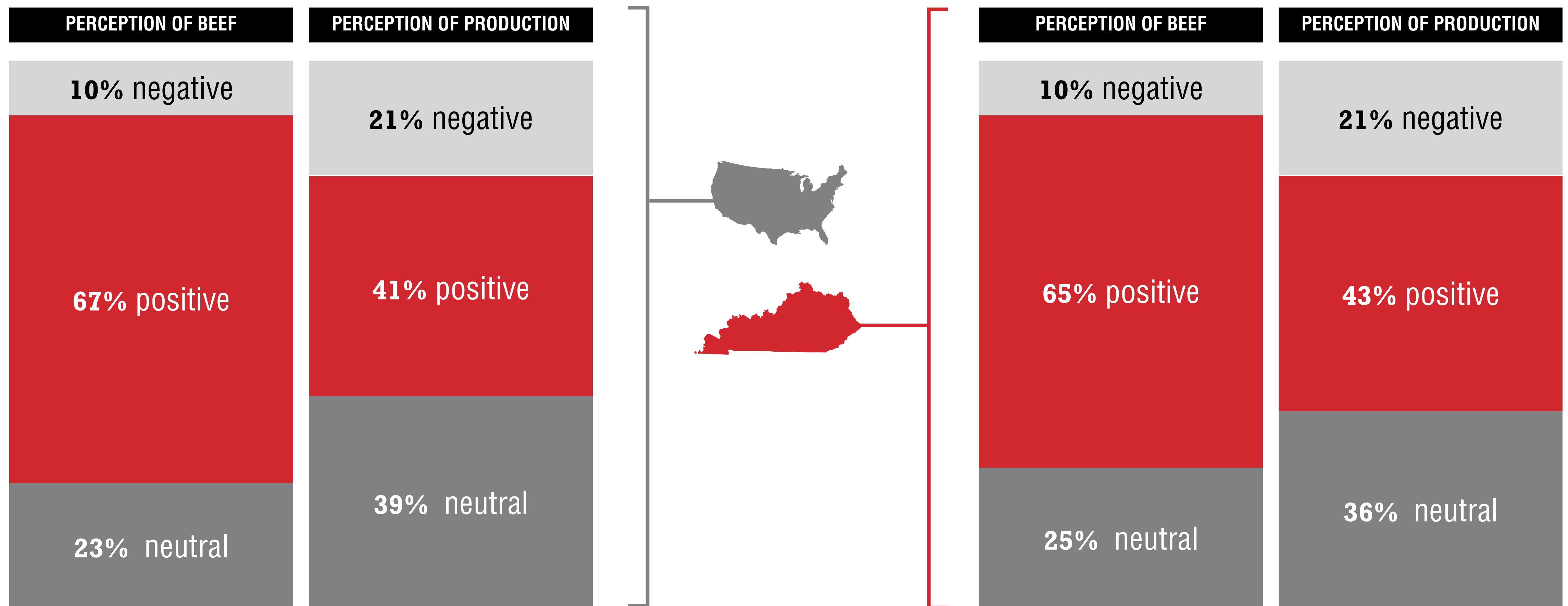
CLAIMED KNOWLEDGE

Self-claimed knowledge of beef production in Kentucky is similar to those nationally with over ¼ claiming to be knowledgeable.

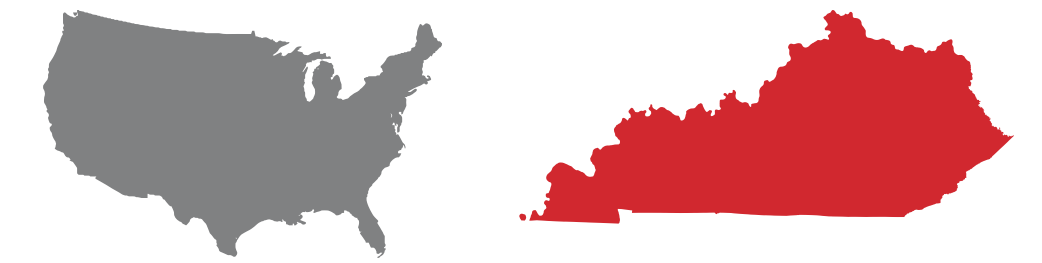


PERCEPTION OF BEEF & PRODUCTION

In Kentucky, perceptions of beef overall and beef production are nearly identical to what is reported nationally. Many have a positive view of beef however a little less than ½ are positive about production practices.

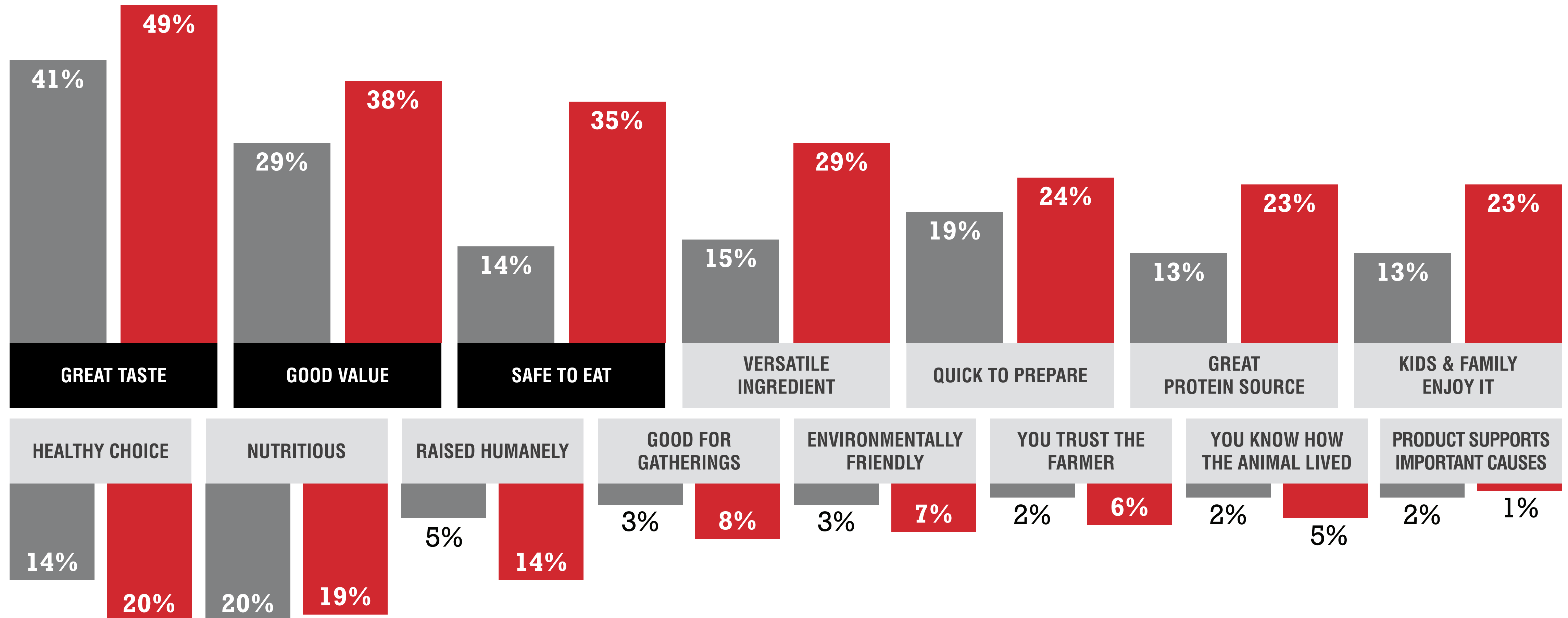


CONSIDERATION FACTORS



Considerations for choosing a meal with a protein are fairly similar for those in Kentucky compared to the Total U.S.

Taste, **value for the money**, and **safety** are top of mind for these consumers.

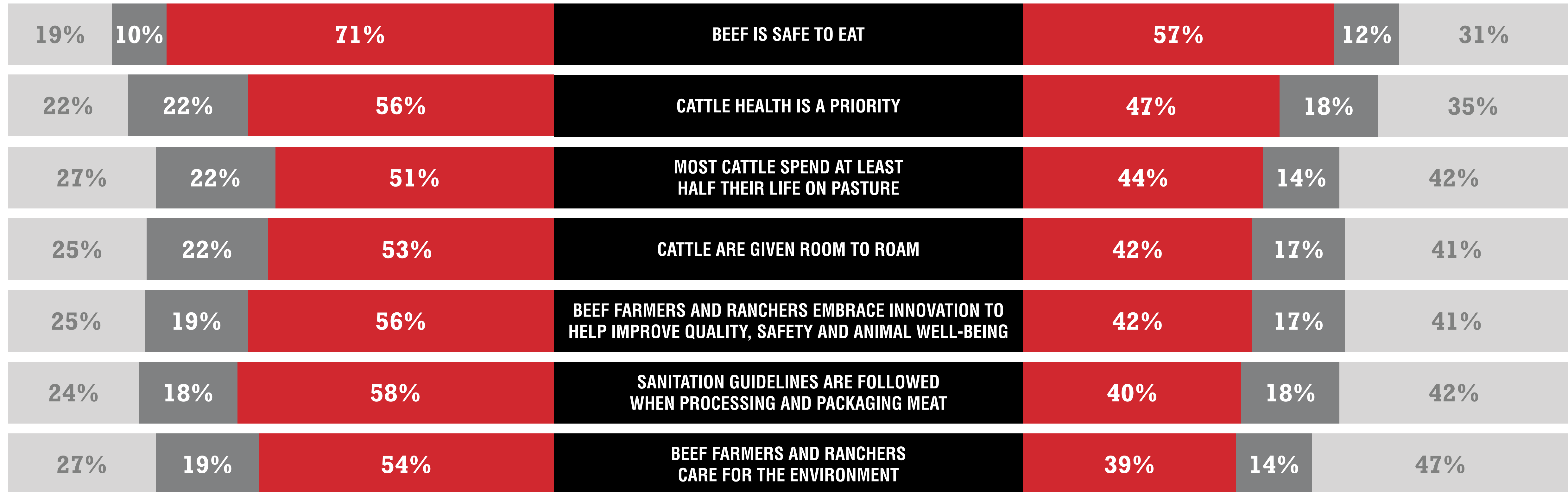


BEEF INDUSTRY TRUST

Nearly 60% of consumers in Kentucky trust that beef is safe to eat. Overall, Kentucky's trust in the beef industry is lower compared to the Total U.S. as many consumers claim to be unsure on these statements.

Thinking about how cattle are raised for food in the U.S., please tell us how much you trust each of the following statements. Please rate each statement using the scale of 0-10 where 0 means do not trust at all and 10 means you completely trust.

■ TRUST ■ DISTRUST ■ NOT SURE



BEEF INDUSTRY TRUST

Similarly, almost ½ of Kentucky consumers continue to indicate that they are unsure in the remaining statements on how cattle are raised and grown.

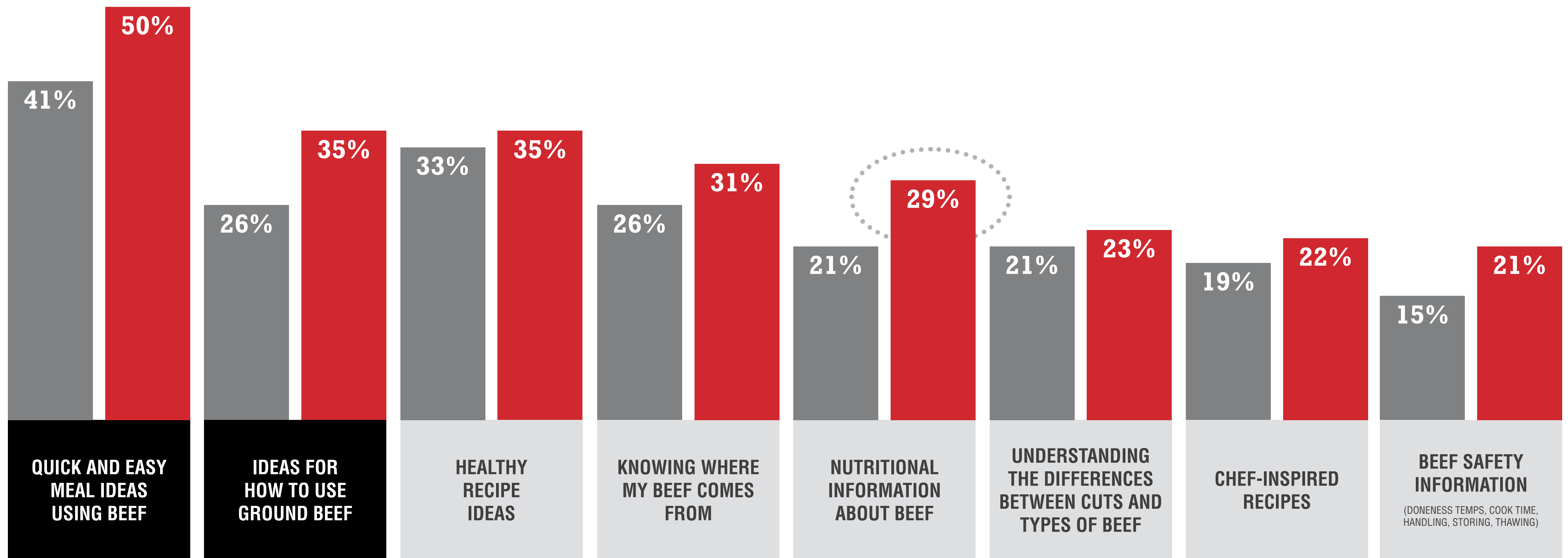
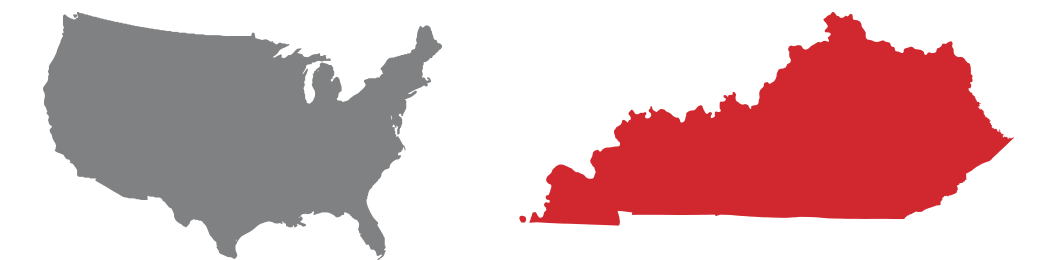
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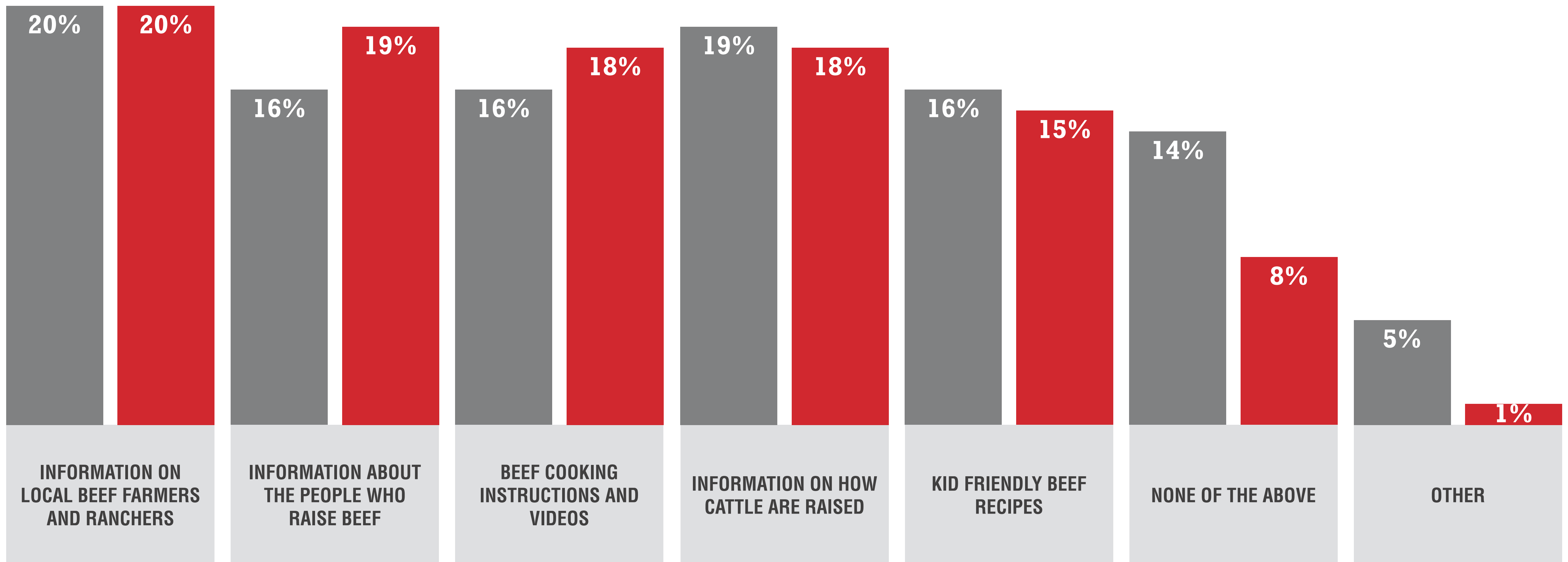
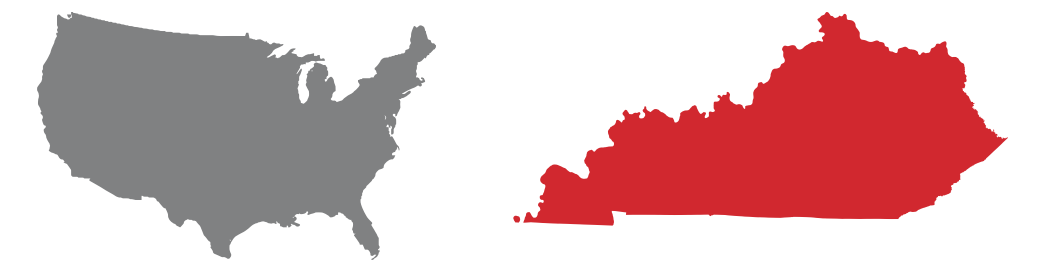
ENCOURAGE BEEF CONSUMPTION

When it comes to encouragement for preparing or eating more beef meals, Kentucky consumers express greater interest in quick and **easy meal ideas**, **ground beef ideas**, and **nutritional information** compared to those nationally.

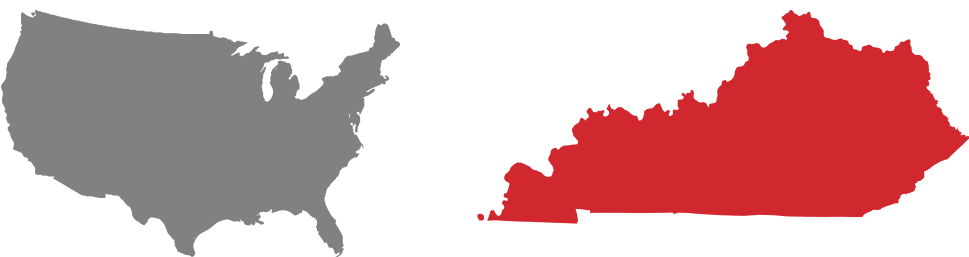


ENCOURAGE BEEF CONSUMPTION

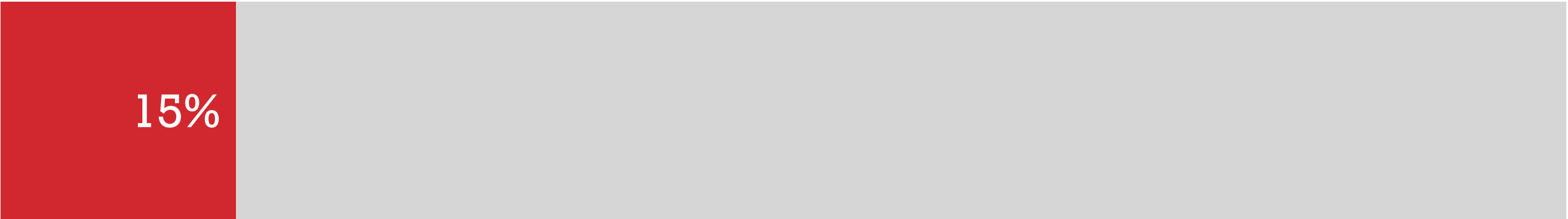
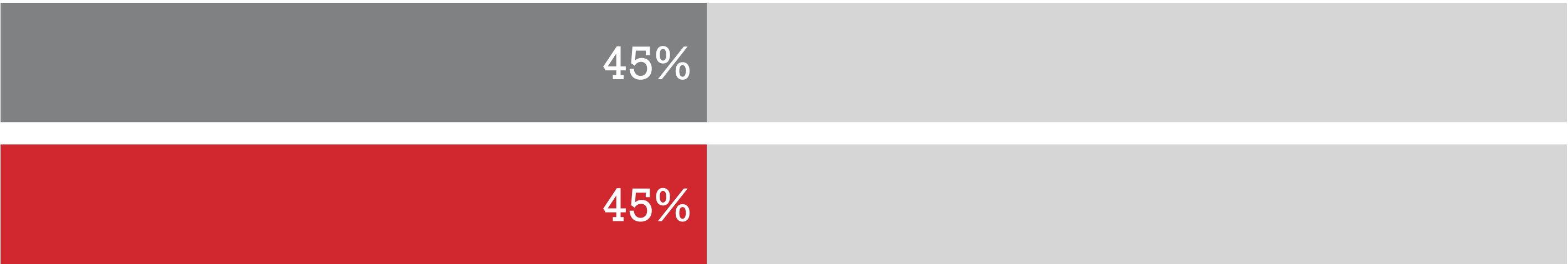
Kentucky consumers show similar interest as those across the country in the remaining prompts to increase beef consumption.



BRAND AWARENESS

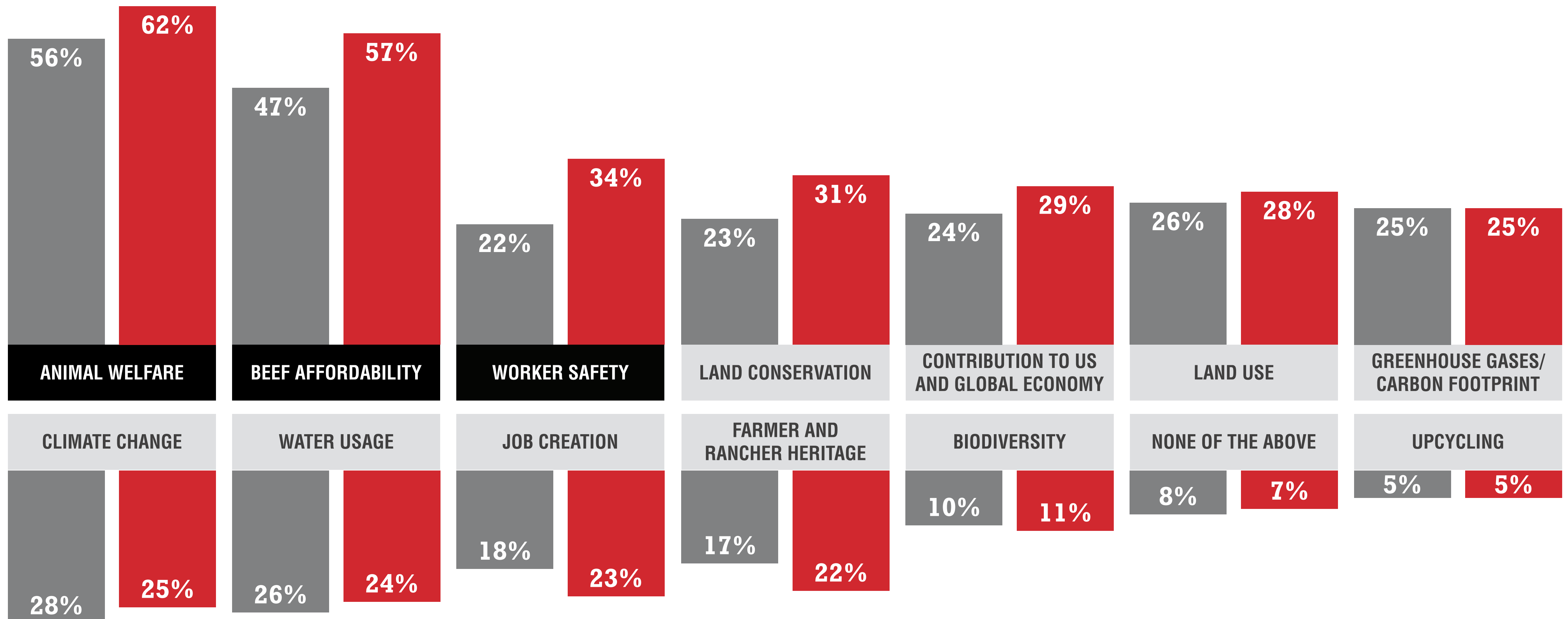
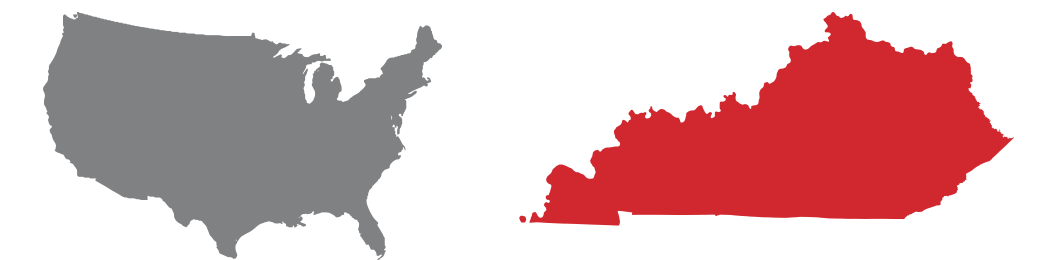


Awareness for BIWFD in Kentucky is identical to awareness nationally and 15% are aware of Kentucky Beef Council.



SUSTAINABILITY IMPORTANCE

Animal welfare is top of mind when addressing beef and sustainability and Kentucky consumers believe it is important to address **beef affordability**, **worker safety**, and **land conservation** more than those nationwide.





RECOMMENDATIONS FOR KENTUCKY

Beef consumption is strong in Kentucky, but consider the following strategies to increase consumption and keep consumers interested in beef:

Create and share quick and easy recipe/meal ideas that use ground beef to encourage consumers to prepare and cook beef meals more often

Highlight the nutritional values of beef and share information or meal ideas on how to **incorporate beef in a healthy diet**

Continue to **educate consumers on beef production** practices to help **increase consumer knowledge and trust** in beef and the industry

Continue or increase transparency on **how cattle are raised and grown** and how these practices **impact the environment** while addressing continuous improvements and efforts being made to preserve the land, soil, water, air, etc.

Address worker safety concerns as it relates to the production process and beef and sustainability

Pairing references of BIWFD and Kentucky Beef Council may help increase recognition and awareness of the council

FY 2023-24 STRATEGIC PRIORITIES

1

RAISED & GROWN

Implement reputation management strategies that reshape the narrative about sustainable beef production and the environment. Defend our beef producers' ability to sustain their business.

2

NUTRITION

Positively engage in the sustainable nutrition conversation and beef's key role in responsibly feeding people.

3

BEEF'S MULTIPLE ADVANTAGES

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins. Address the consumer's price/value concerns.

4

STAKEHOLDER ENGAGEMENT

Strengthen producer understanding & support for their Beef Checkoff investment by educating and engaging them in Beef Checkoff programs.

CONSUMER DEMAND

CONSUMPTION



PREFERENCE



VALUE



RAISED & GROWN



EATING EXPERIENCE



CONVENIENCE & VERSATILITY



PRICE



NUTRITION



RAISED & GROWN

BEEF'S MULTIPLE ADVANTAGES

NUTRITION

STRATEGIC PRIORITIES



TARGET AUDIENCE SEGMENT PERSONAS

FAMILY FOOD ENTHUSIASTS

Larger, affluent, healthy households with kids who prioritize nutrition and variety over price/cost. These adventurous eaters are enthusiastic about food and willing to pay for a superior product or meal experience, and care about the products they consume.

DISCIPLINED DOERS

Established, health-conscious consumers who exercise frequently. Busy consumers who are social and outgoing, driven by the experience of food. They are less engaged on social media and skeptical by nature when it comes to learning about new topics.

SOCIAL PLANNERS

Younger consumers with a practical view of food, focused on convenience and nutrition. They are somewhat apathetic towards food overall, they're more motivated by the social aspect of meals. Outgoing, active, social consumers who call themselves planners

ASPIRING ADVOCATES

Young, active, connected households who aspire to live healthy and socially responsible lifestyles. They pay attention to food production issues and feel the need to make a difference.

BUDGET BASICS

Older consumers with modest incomes and simple diets, who prioritize taste and price over nutrition. While favorable towards beef, they tend to eat the same meals that are inexpensive and quick/easy to prepare.

BALANCED RATIONALISTS

The struggle is real for this group. Balanced consumers who struggle with both sides of the argument or issue. These consumers want harmony and consider all sides of an issue.

SEGMENT OVERVIEW

		FAMILY FOOD ENTHUSIASTS	DISCIPLINED DOERS	SOCIAL PLANNERS	ASPIRING ADVOCATES	BUDGET BASICS	BALANCED RATIONALISTS
SEGMENT MEMBERSHIP among total sample		15%	22%	13%	10%	19%	22%
DEMAND DRIVERS   		Eating Exp Nutrition Raised/Grown	Eating Exp Nutrition Price	Eating Exp Nutrition Convenience	Eating Exp Nutrition Raised/Grown Price Convenience	Price Convenience	Eating Exp Price Convenience
	AT HOME	80%	72%	78%	84%	80%	73%
BEEF CONSUMPTION once/week or more	OUT	59%	35%	59%	60%	45%	51%

1

RAISED & GROWN

Implement reputation management strategies that reshape the narrative about sustainable beef production and the environment. Defend our beef producers' ability to sustain their business.

BUSINESS OBJECTIVE

Defend and protect our beef producers' ability to sustain their business.

MEASURABLE OBJECTIVES

- ▲ Beef is raised humanely.
- ▲ Trust the people that raise the animals.
- ▲ Beef is produced in an environmentally friendly way.

CAMPAIGN GOAL

Show consumers, and those who influence them, that beef is responsibly raised. Implement reputation management strategies that reshape the narrative about sustainable beef production.

PRIMARY TARGET AUDIENCE

Aspiring Advocates
Family Food Enthusiasts
18-24 Young Adults

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
R&G 1	Raised and Grown Digital Advertising	Invest in digital advertising to position beef cattle as a solution to the consumers' concerns about how beef is raised and grown in Kentucky.	Will monitor reach and engagement. TBD based on investment	Brown
R&G 2	Raised and Grown Social & Organic Content (unpaid)	Extend the paid digital advertising via social media. Target Family Food Enthusiasts and Aspiring Advocates on FB, Instagram with relevant information about beef's positive impact on a sustainable food production system. Develop a photo and video library.	Quarterly reports in January, April, July, October. Deliverables are established and results reported.	Comm/ Industry
R&G 3	kybeef.com Raised & Grown Updates	Continually refresh kybeef.com to include producer profiles and photography and maximize impact with consumers.	Visits to kybeef.com evaluated and a baseline set.	Comm/ Industry
R&G 4	Influencer Tours	Strengthen the knowledge and support of thought influencers, students and interns by hosting them on farm tours. Target health professionals and others who influence consumer attitudes about modern beef production.	25 influencers, students and interns attend yearly. The number of participants who feel positive about beef production increases as determined by pre and post survey tour.	Industry/ Faber
R&G 5	E-Newsletter Updates for Influencer Tour Attendees	Build an email contact list of previous and current Tour attendees to send a quarterly newsletter. Content to include update stories on locations they have visited and modern beef production stories. Include messaging for the influencers to share.	E-Newsletter is created and delivered to all previous and current attendees with a 25% open rate.	Industry/ Janine
R&G 6	Beef Month	During May Beef Month in Kentucky, highlight Kentucky farm families and the role they play in beef's positive impact on a sustainable food system. Promote in media, events and on social.	Highlight 4 farm families and the positive impact they have.	Comm
R&G 7	Local Beef Directory	Highlight beef farmers selling directly off the farm through the local beef directory on the kybeef.com website.	Monitor visits to the site to set a baseline.	Industry

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
R&G 8	Beef Spokesperson & Advocacy Training	Identify beef producers that would be effective spokespeople and conduct spokesperson training. Encourage completion of online MBA course. Engage Joe Lowe, as national MBA Trailblazer in spokesperson opportunities.	Ten influencers attend training session and agree to engage throughout the year.	All Staff
R&G 9	Research - State Dashboard Survey	Invest in the national quarterly consumer attitude tracking study to gauge changes in consumer attitudes about beef and beef production practices, identify emerging issues and evaluate program effectiveness.	Fund quarterly State Dashboard tracking and use results to benchmark program success and adjust focus as needed. Results are compiled annually.	Brown
R&G 10	Media Monitoring & Response	Continue to monitor the media and combat misinformation about beef and modern beef production practices by investing in Meltwater media monitor. Respond as appropriate.	Daily media monitoring is conducted, and issues addressed as identified.	Comm
R&G 11	Issues Mgmt - FMD & BSE Training	Stay up-to-date and continue to prepare for and manage any industry crisis impacting the business climate on beef and dairy producers in Kentucky. Hold an annual meeting for updates and training, work with KDA and update KBC Crisis Management Plan annually.	Update meetings are held, and participants understand their role in issues response and crisis management in Kentucky.	Industry
R&G 12	Ag in the Classroom	Sponsor beef education content in the Kentucky Ag in the Classroom trailer.	Support is provided as requested	Burks
R&G 13	Industry Info Materials	Promote Beef Checkoff funded Raised and Grown education resources.	Resources provided as needed.	All Staff
R&G 15	Radio, TV, Digital Media	Use Raised and Grown national content or create state specific content as needed for media purchases/sponsorships.	Resources provided as needed.	Brown, Comm

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
R&G 16	Supply Chain Tours	Work with current groups like Bluegrass Hospitality Group, as well as others on providing on the farm tours.	Evaluate number of training staff impacted.	Industry
R&G 18	Promo Material	Promote raised and grown materials developed by the national Beef Checkoff and as created for in-state use.		All Staff
R&G 19	Youth Education	Promote the role producers play in beef's positive impact on a sustainable food system through schools and other youth events. Keep website updated with school curriculum available to educators.	Set a baseline for reach through schools and other events, such as NYBLS, Teacher PD's, beef demonstration lessons and beef curriculum/resources.	Burks
R&G 20	YARDS classroom	Promote the role producers play in beef's positive impact on a sustainable food system with groups visiting the Yards.	Encourage visits and determine a baseline.	Burks

2

NUTRITION

Positively engage in the sustainable nutrition conversation and beef's key role in responsibly feeding people.

BUSINESS OBJECTIVE

Achieve confidence among consumers that beef is healthy and sustainably produced.

MEASURABLE OBJECTIVES

- ▲ Beef is a great source of protein.
- ▲ Agree that beef is nutritious.
- ▲ Agree that beef is a healthy choice.

CAMPAIGN GOAL

Express a specific, immediate benefit for beef through a unifying thought: “Beef is an important part of a healthy, sustainable food system.”

PRIMARY TARGET AUDIENCE

Family Food Enthusiasts
Aspiring Advocates

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
N 1	Nutrition Digital Advertising	Invest in digital advertising to educate consumers about beef's role in a healthy, sustainable diet. Extend nationally produced assets and localize when possible.	Will monitor reach and engagement. TBD based on investment	Brown
N 2	Mixed Media Sponsorship Opportunities	Review sponsorship packages from traditional media (radio, tv, print) as they surface throughout the year to determine their ability to deliver our key messages to Family Food Enthusiasts and Aspiring Advocate target audiences.	TBD as negotiated	Brown
N 3	Nutrition Social & Organic Content (unpaid)	Extend the paid digital advertising via social media. Target Family Food Enthusiasts and Aspiring Advocates on FB and IG with relevant information about beef's sustainable nutrition.	Quarterly reports in January, April, July, October. Deliverables are established and results reported.	Comm
N 4	kybeef.com Nutrition Updates	Promote kybeef.com as a local source for info on beef's role in a healthy, sustainable diet. Keep updated with nutrition and sustainability handouts for health professionals. Update with local and seasonal content to maintain relevance. Drive traffic to biwfd.com when appropriate.	Visits to kybeef.com evaluated and a baseline set.	Comm
N 5	Nutrition Influencer Partnership	Address beef's role in a healthy, sustainable diet via partnership with FB and IG influencers.	Results achieved as negotiated prior to launch.	Comm/ Faber
N6	Health Professional Conferences & Sponsorship	Participate in annual conferences for groups like the Kentucky Academy of Nutrition and Dietetics, KY Association for Family Physicians, KY Public Health Association, etc. Encourage sponsorships with opportunity to bring in speakers and present nutrition messaging.	Attend at least 3 Health Professional conferences	Faber
N7	Health Professional Continuing Education Webinars	Create opportunities for health professionals to get continuing education credits for Beef Farmer panels and beef nutrition presentations.	Create at least one opportunity for continuing education credits per year.	Faber
N8	Physician Outreach	Extend national effort to distribute beef nutrition education toolkits to physician offices in Kentucky, as offered. Extend toolkit assets as e-resources to current health influencer contacts and through digital efforts to target audiences.	Toolkits are directly delivered to physicians in Kentucky. Toolkit assets are promoted through at least one organization and promoted digitally.	Faber

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
N9	College Education Opportunities	Communicate and engage with undergraduate programs and dietetic internships to present and engage students with beef's role in a healthy diet.	Resources are provided.	Burks/ Faber
N10	Consumer Information Program Materials: Nutrition	Promote food and health influencer materials developed by the national Beef Checkoff and as created for in-state use.	Resources are provided or created as needed.	All Staff
N 11	Youth Education	Promote beef's role in a healthy, sustainable diet through schools and other youth events, including beef demonstration lessons and beef curriculum/resources.	Set a baseline for reach through schools and other events.	Burks
N 12	UK Food As Health	Continue to support the UK Food as Health program and encourage beef as part of a healthy diet.	Resources provided on request and at least 6 recipes created annually including beef.	Industry/ Faber
N 13	Health Influencer Toolkits	Participate in national toolkit mailings when available to further reach of national campaigns.	Resources are provided as needed.	Faber
N 14	Northeast Beef Promotion Initiative	Support the efforts of the NEBPI by funding programs to hit large audiences in the Northeast with the positive beef message.	Resources are provided as needed.	Industry
N 15	Promo Material	Promote nutrition materials developed by the national Beef Checkoff and as created for in-state use.		All Staff
N 16	Team Beef	Support Team Beef enthusiasts as a way to encourage beef's nutrition story and use the members to engage in other Checkoff funded events throughout the year.	Enable Team Beef runners to participate in at least two Checkoff funded activities throughout the year.	Cain
N 17	Research	Fund research opportunities regarding beef's nutrition attributes.	Funding opportunities as needed	Burks

3

BEEF'S MULTIPLE ADVANTAGES

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins. Address the consumer's price/value concerns.

BUSINESS OBJECTIVE

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins. Address the consumer's price/value concerns.

MEASURABLE OBJECTIVES

- ▲ Beef is good for many types of meals.
- ▲ Weekly beef consumption.
- ▲ Beef is great tasting.

CAMPAIGN GOAL

Show consumers and those who influence them that beef's taste and value is superior to other proteins. Dispel the myth that there is a better alternative to beef.

PRIMARY TARGET AUDIENCE

Family Food Enthusiasts
Aspiring Advocates
Balanced Rationalists

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
MA 1	Multiple Advantage Digital Advertising	Build awareness of beef's unique advantages over other proteins through digital advertising. Extend nationally produced assets and create state specific when needed.	Will monitor reach and engagement. TBD based on investment	Brown
MA 2	Multiple Advantage Social & Organic (unpaid)	Extend the paid digital advertising via social media. Target Family Food Enthusiasts, Balanced Rationalists and Aspiring Advocates on FB and IG with relevant information about beef's positive advantages over other proteins.	Quarterly reports in January, April, July, October. Deliverables are established and results reported.	Comm/ Industry
MA 3	kybeef.com Seasonal Recipe & Cookery Updates	Promote kybeef.com as the local source for beef cookery information via web-based platforms. Update with local and seasonal content to maintain relevance. Drive traffic to biwfd.com when appropriate.	Site is updated and current information shared quarterly.	Comm/ Industry
MA 5	Price/Value	Integrate positive Price/Value messaging across all tactics within the Multiple Advantages strategic priority.	Messaging is integrated into content.	Comm/ Industry
MA 6	TV/Live Cooking Demos	Educate and inspire consumers to cook beef properly and often via seasonal television appearances in the Kentucky market. Expand reach of live segments via paid and organic social media and drive consumers to kybeef.com to learn more.	A reach will be determined based on television sponsorships.	Comm
MA 7	Digital/E-Commerce Channel Promotions	Work with online and e-commerce partners to promote the sale of beef over other proteins through digital promotions. Chicory is an example.	Two e-commerce promotions are conducted, and beef sales increase and digital goals are achieved as proposed.	Industry

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
MA 8	Retail Partnership Promotions	Increase beef sales in Kentucky via Burger Weeks, Restaurant Weeks and Summer Grilling promotions at local retailers.	Two retail promotions are conducted and beef sales increase as targeted in partnership agreement.	Industry
MA 9	Consumer Information Program Materials: Recipes	Promote beef cookery and recipe materials developed by the national Beef Checkoff. Annually promote resources.	Materials are distributed as needed.	All Staff
MA 10	Foodservice Partnership Promotions	Increase beef sales in Kentucky through foodservice by developing relationships and offering assistance in beef menu options and promotions.	Two foodservice promotions are conducted and beef sales increase as targeted in partnership agreement.	Industry
MA 11	Exports: United States Meat Export Federation Membership	Support beef exports throughout the world through membership in the USMEF.	Export ROI is \$450 per head.	Industry
MA 12	Distributor Partnership Promotions	Increase beef sales in Kentucky through distributors by developing relationships and offering assistance with beef promotions.	Engage with at least two distributors annually.	Industry
MA 13	Supply Chain Educational Opportunities	Offer those in the supply chain beef educational opportunities for their staff to increase the positive beef message.	Conduct at least two educational programs annually.	Industry
MA 14	Culinary Education Partnership	Partner with educators in culinary schools to promote beef.	Partner with at least one school to work with their students annually.	Industry

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
MA 15	Derby Burger	Partner with the Kentucky Derby Festival to sponsor the Derby Burger and cross promote at events, through Kroger and our own social and digital channels.	Increase ground beef sales through the promotion.	Industry
MA 16	Kentucky State Fair	Sponsor a booth in AgLand to promote beef's positive story to Kentucky consumers.	Reach attendees through booth, cooking demos and advertising at the fair.	Comm
MA 17	Consumer Education	Participate in local consumer events to promote beef's positive message.	Participate in at least 5 consumer events per year.	Industry
MA 18	Youth Education	Promote the role producers play in beef's positive advantage over other proteins through schools and other youth events.	Set a baseline for reach through schools and other events.	Burks
MA 19	YARDS classroom	Promote the role producers play in beef's positive advantage over other proteins with groups visiting the Yards.	Encourage visits and determine a baseline.	Burks
MA 20	Promo Material	Promote beefs multiple advantages materials developed by the national Beef Checkoff and as created for in-state use.		All Staff
MA 21	Social Influencers	Work with social media influencer to further beef's multiple advantages messaging.	Engage with at least 5 social influencers to expand beef messaging.	Comm
MA 22	Beef Education Grants	Provide opportunities for educators to apply for grants to be used in classrooms to teach students beef's positive advantage over other proteins.	Create program and assess demand.	Burks
MA 23	National Organizations	Participate with other national cattle industry organizations as needed to promote beef through research, education and promotion. Examples include NIAA, Federation, etc.	Engage with at least 2 yearly to promote beef demand.	All Staff

4

STAKEHOLDER ENGAGEMENT

Strengthen producer understanding & support for their Beef Checkoff investment by educating and engaging them in Beef Checkoff programs.

BUSINESS OBJECTIVE

Position the Beef Checkoff as an essential tool for the viability of Kentucky's beef industry.

MEASURABLE OBJECTIVES

- ▲ Approval of Beef Checkoff.
- ▲ Producers feel informed about their Checkoff investment.
- ▲ Producers readily communicate their support.

CAMPAIGN GOAL

Provide producer testimonials and engagement opportunities to demonstrate support for the Beef Checkoff

PRIMARY TARGET AUDIENCE

Cow/Calf Producers (Focus on future leaders)
Dairy Beef Producers
Cattle Feeders
Collection Points

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
SE 1	kybeef.com Producer Update	Build out a more robust landing page/information hub to direct click throughs from producer digital campaign.	Update page and gauge base level	Comm/ Industry
SE 2	Annual Report	Publication to be posted on kybeef.com, shared via digital channels, printed and distributed at producer meetings/events.	Increase number of visitors to kybeef.org/annual report. Last year's numbers to be analyzed.	Comm
SE 3	Monthly Checkoff E-Update	Distribute monthly Beef Checkoff e-update to producers in Kentucky to update them on current Beef Checkoff activities. E-mail special editions as needed. Expand list to include new producer leadership and influencers within Kentucky's beef community.	Open rate exceeds 25%. Expand Producer list.	Comm
SE 4	Monthly Industry Cow Country updates	Contribute monthly Beef Checkoff update articles for publication in Cow Country to educate their membership on their Beef Checkoff investment.	Articles are printed monthly.	All Staff
SE 5	Quarterly The Drive Insert	Continue to provide local inserts to the Cattlemen's Beef Board newsletter that is distributed to 6,000.	Quarterly insert is distributed to 9,000 producers in Kentucky each quarter.	Comm
SE 6	Beef Checkoff Advocate Academy	Develop a Beef Checkoff advocate training meeting specifically targeting the Board and Checkoff Committee but to include other producers as needed. Deliver facts about the National and Kentucky Beef Checkoff structure, duties, limitations and program. Offer regional trainings (5 KCA regions) for producers and county leaders.	Event is successfully completed and understanding of the Beef Checkoff is increased.	All Staff
SE 7	Industry Meetings & Convention	Attend all Board/Exec Meetings and county affiliate meetings as requested and request agenda time for Beef Checkoff update. Provide updates and participate in the trade show and convention. Consider coordinating a panel at convention.	KCA members understand and actively support the Checkoff. Use the meetings and convention to give updates on Beef Checkoff programs.	All Staff
SE 8	Producer Engagement at Consumer Events	Invite beef farmers to work with KBC staff at consumer events to see first-hand their Beef Checkoff at work. Key events include: State Fair, Derby Burger, Samplings, Tours.	Producers are engaged from all regions of the state. Emails are collected for e-updates.	Comm

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD
SE 9	Resource Development	Create infographics, brochures, check inserts, PowerPoint presentations, etc to help producers explain their Beef Checkoff investment. Provide resources for distribution by producers at fairs and farm shows. Create and distribute material that allows the county leaders to answer Checkoff related questions.	Develop and distribute resources that clearly communicate essential information about the Beef Checkoff. Producer organizations have appropriate handouts and resources to promote beef and beef production at fairs and farm shows.	Comm
SE 10	Beef Month	During May Beef Month in Kentucky, highlight Kentucky farm families and the role they play in beef's positive impact on a sustainable food system. Engage with producers to host their own events and Checkoff messaging.	Work with at least five producers across the state.	Industry
SE 11	Promo Material	Promote Checkoff materials developed by the national Beef Checkoff and as created for in-state use at producer locations such as stockyards, buying stations, processing facilities, extension office, etc.	Distribute as needed	All Staff
SE 12	Checkoff Survey	Survey producers to better understand their support and understanding of the Beef Checkoff and how they receive information. Work with CBB to gather questions.	Create and distribute survey annually.	All Staff
SE 13	Videos	Create producer videos showcasing Kentucky farm families to show pride in what they do.	Create at least 4 videos annually.	Comm
SE 14	Stockyard Tour	Plan a tour of all stockyards in the state and set up a booth to talk with producers and distribute Beef Checkoff information.	Plan an annual tour.	Comm
SE 15	YARDS classroom	Host producer groups at the Yards to showcase Checkoff programs.	Encourage visits and determine a baseline.	Burks
SE 16	Youth Development	Highlight the next generation of beef advocates to showcase the future of the industry.	Reach at least 30 youth per year through events like FFA Signing Day, etc.	Burks