



# 2024-2025 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.

# Background & Methodology

## Method: Online Consumer Beef Tracker Survey

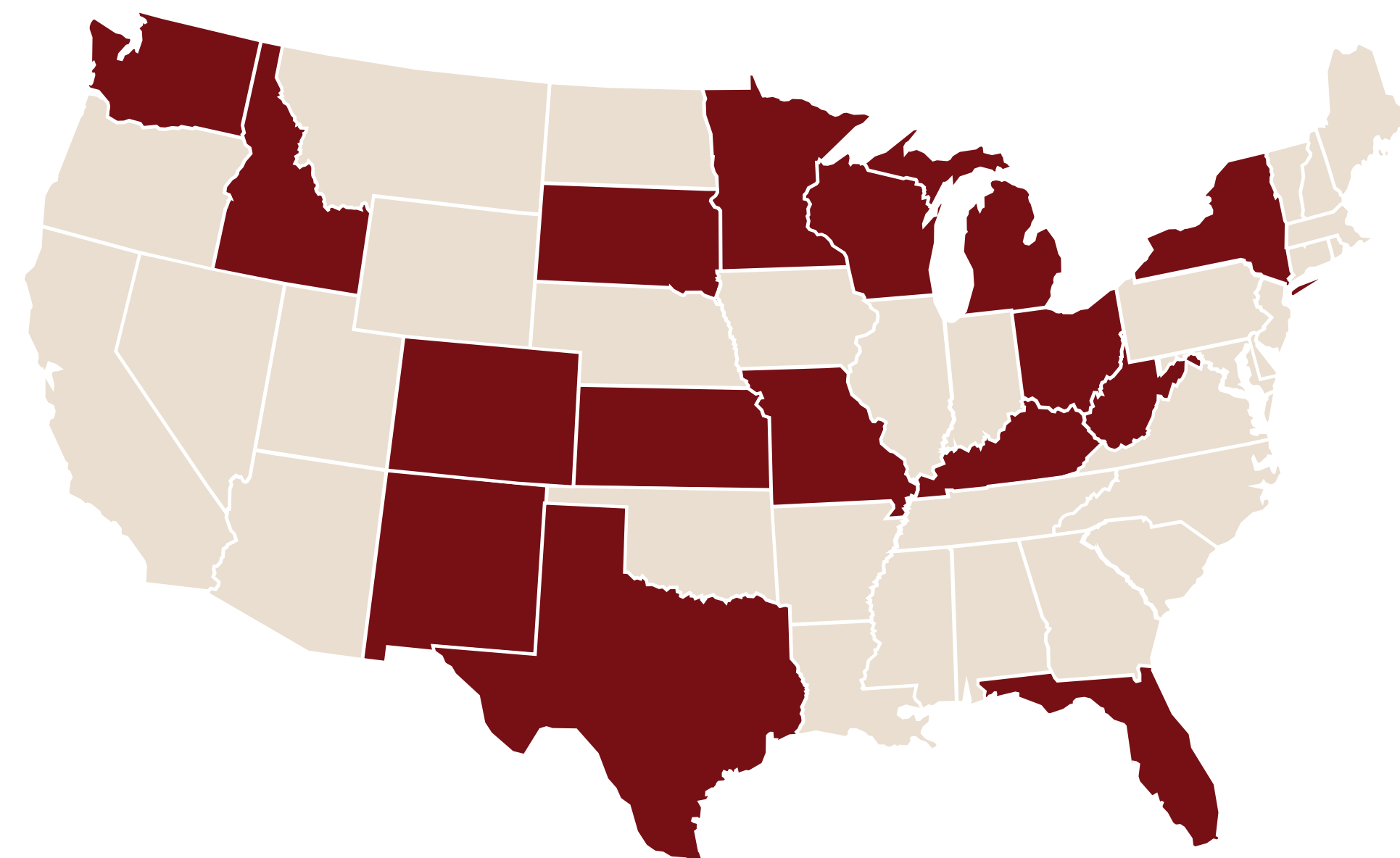
**Screening:** Age 18-64 • Lives in U.S. and a specific state DMA

## When: May 2024 Wave

**Sample Size:** n=2,252 (National) • n=212 (Kentucky)

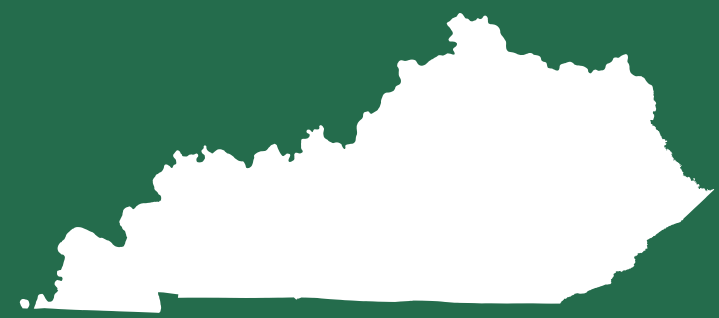
**Objective:** Provide a directional view of how consumers within the state compare to the total U.S. areas such as consumption, perceptions, consideration factors and agreement.

**Important:** Smaller sample sizes come with the potential for a relatively high degree of variability, in this case the margin of error ranges from  $\pm 6\text{-}8\%$  and should be considered directional. Comparisons for dashboard metrics should only be made to the national sample and/or other states/DMA's for the dashboard study.



■ participated in May 2024 wave

■ did not participate in this wave

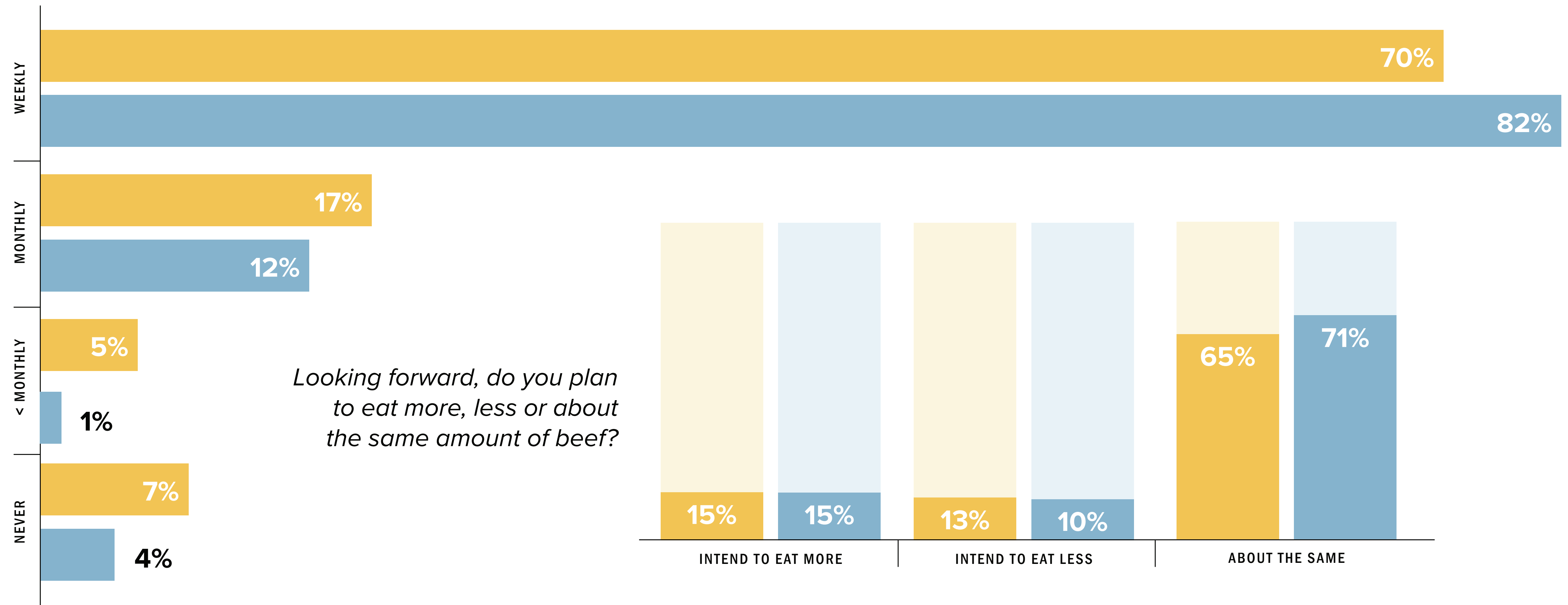
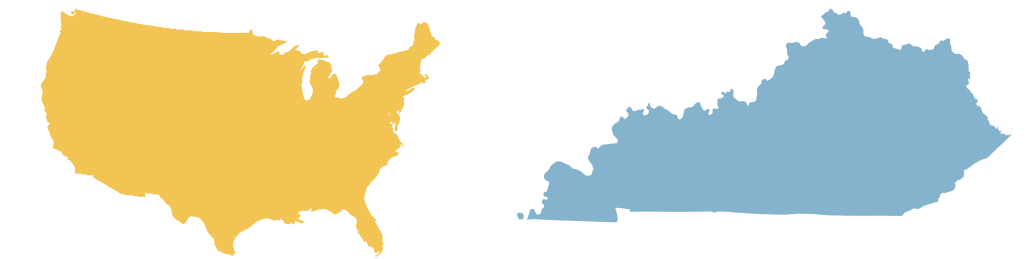


## Key Findings

- In Kentucky, consumers typically eat beef on a **weekly** basis. Their consumption habits are **higher than the national average**.
- Offering **diverse beef recipes** or meal ideas could help drive additional beef consumption.
- **Taste** is most important when choosing a protein-based meal, followed closely by **budget** and **value for the money**.
- Consumers in Kentucky have a **positive** sentiment towards beef, as reflected in their positive perceptions of the product and its production and their attribute agreement levels.
- These consumers express **limited knowledge of how cattle are raised** for food.
- Consumer trust metrics generally align between consumers nationally and locally, and most feel **confident that beef is nutritious and safe** to eat.
- Regarding beef and sustainability, **animal welfare** and **affordability** are the primary topics to discuss.

# Beef Consumption

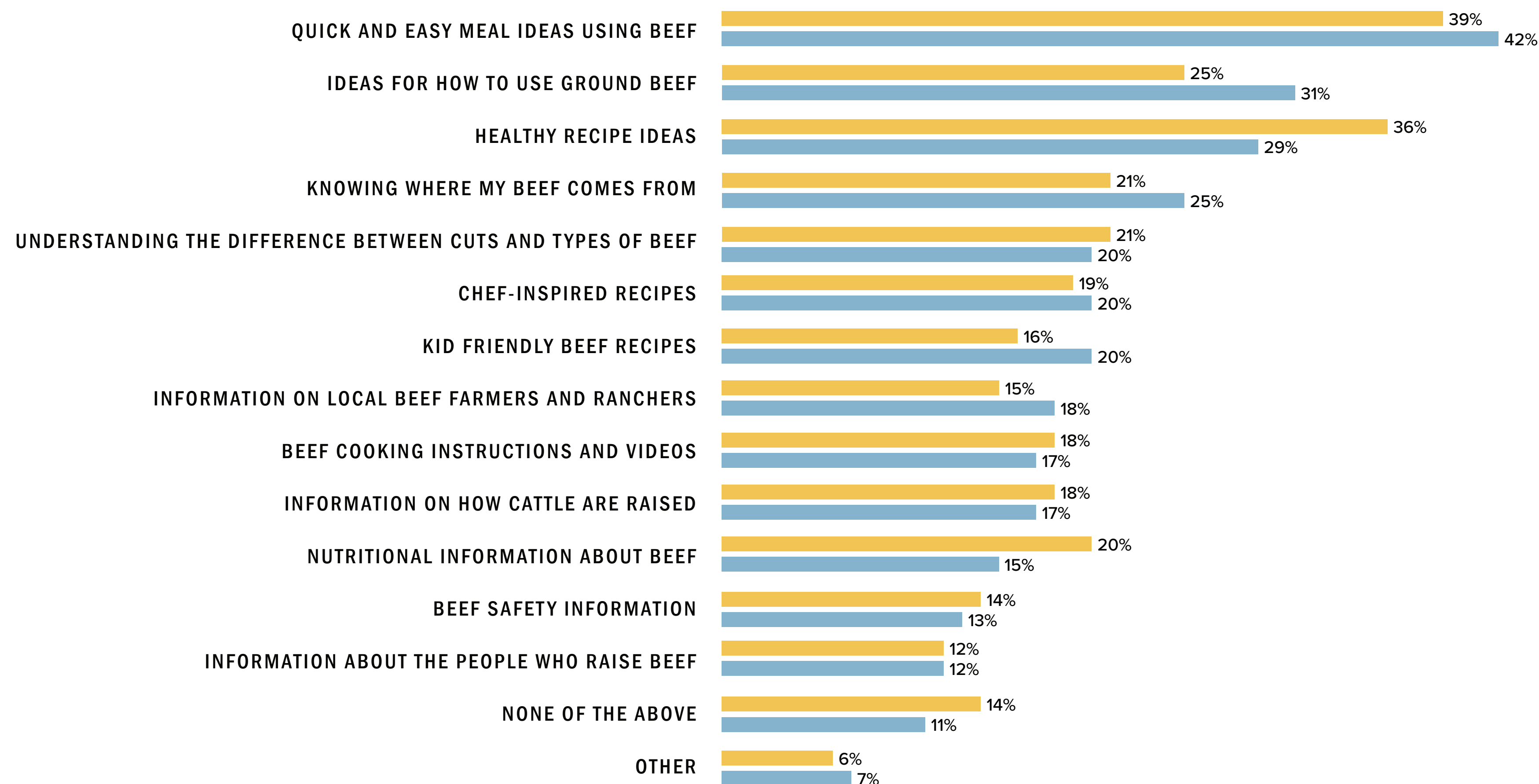
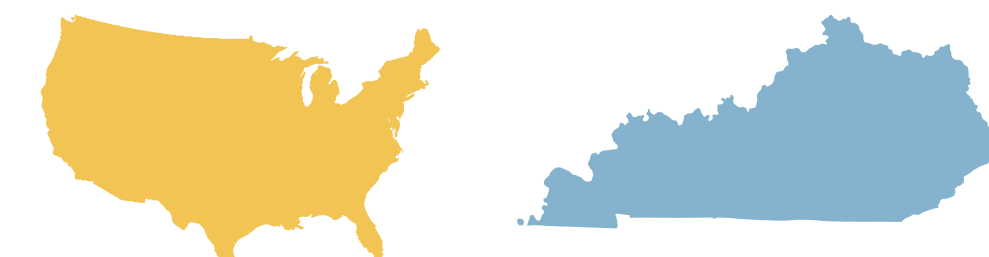
Weekly+ beef consumption is higher among Kentucky consumers than nationwide, and most plan to maintain their consumption habits.





# Encourage Future Beef Consumption

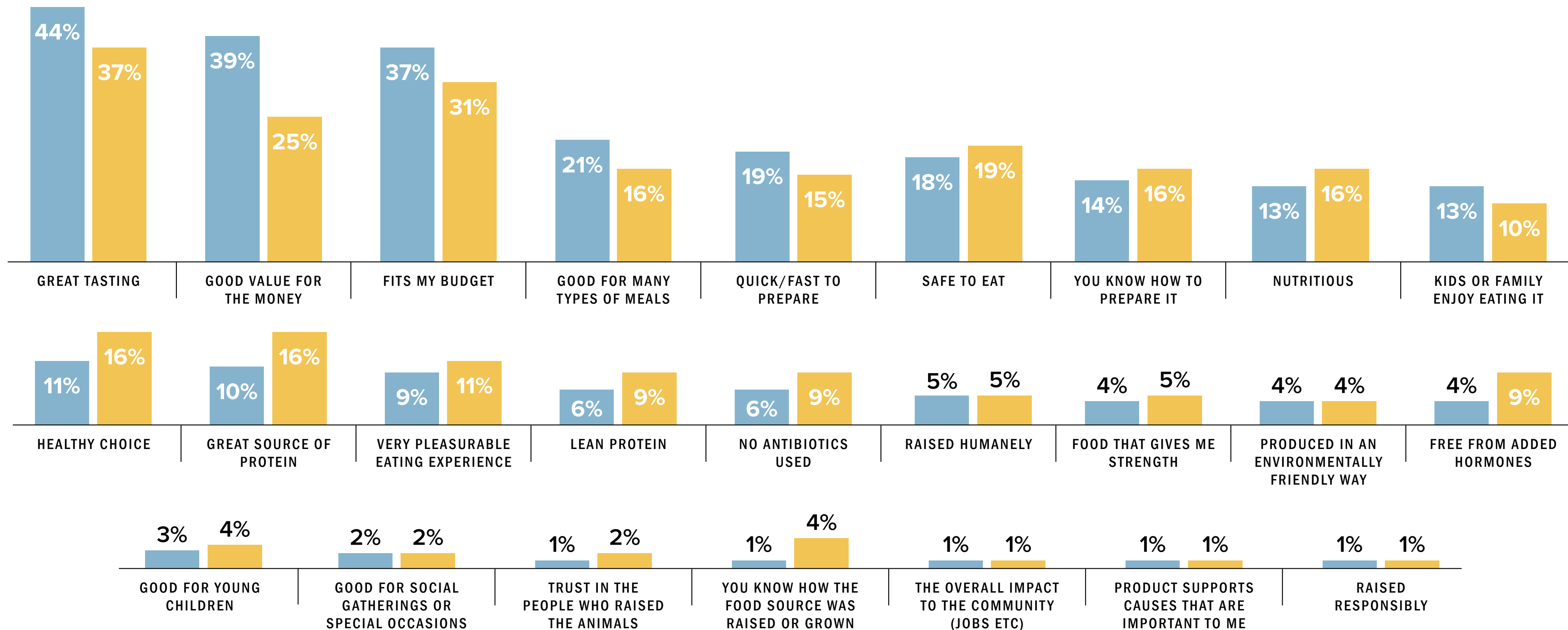
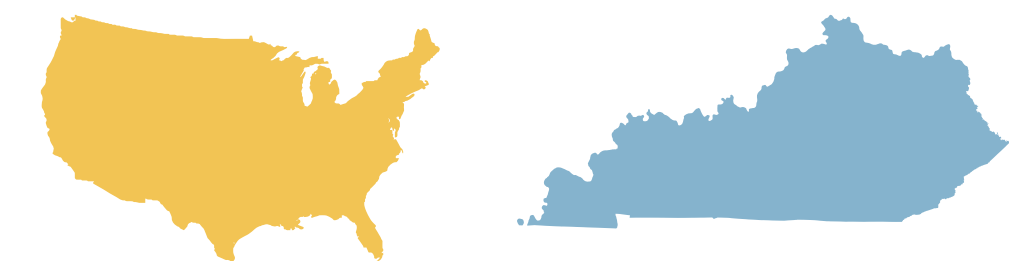
In Kentucky, consumers claim that diverse beef meal offerings may encourage increased consumption.





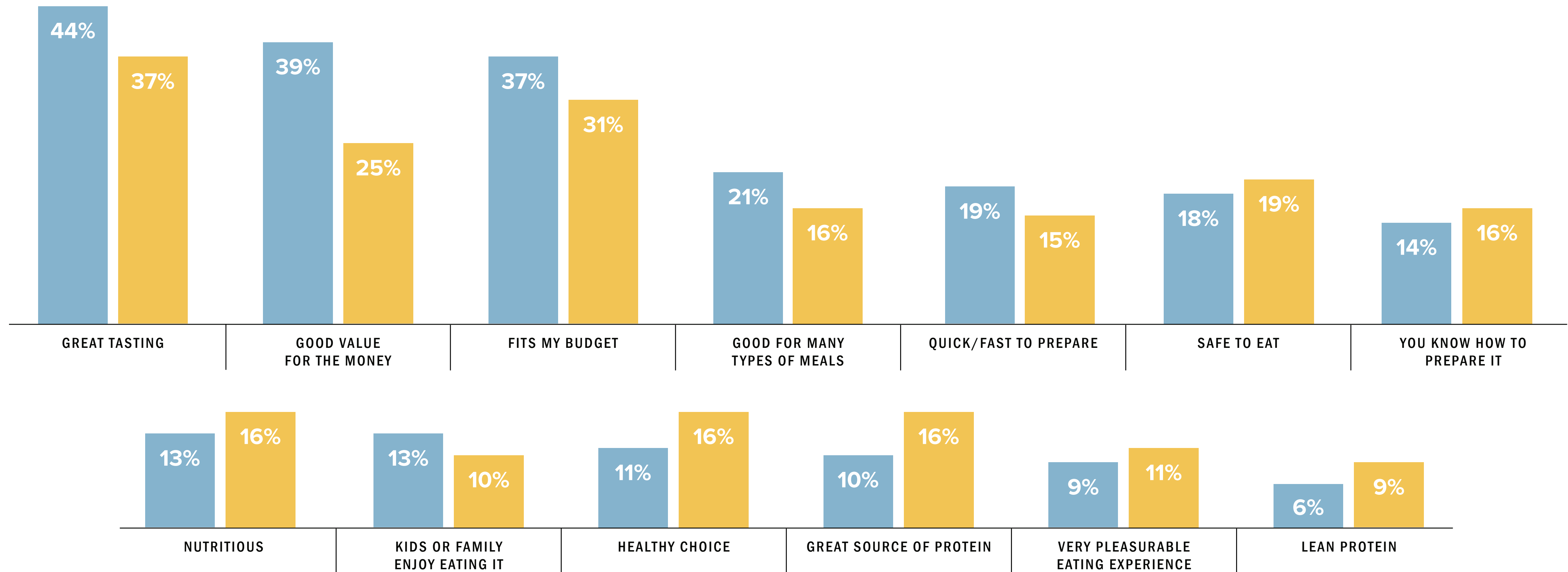
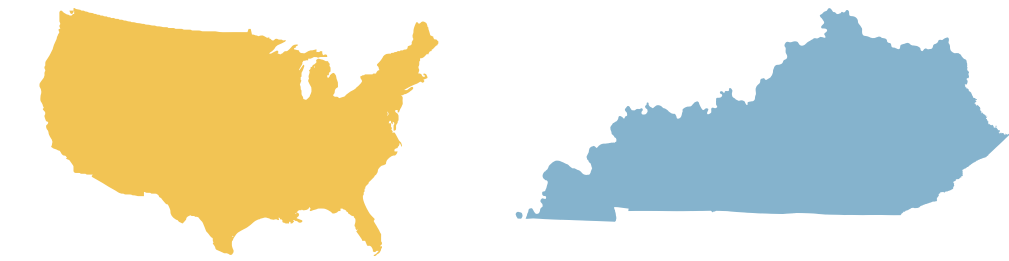
# Top 3 Considerations for Proteins

When choosing a protein for a meal, taste is the #1 consideration in Kentucky. Perceived value for the money and budget considerations are also top of mind.



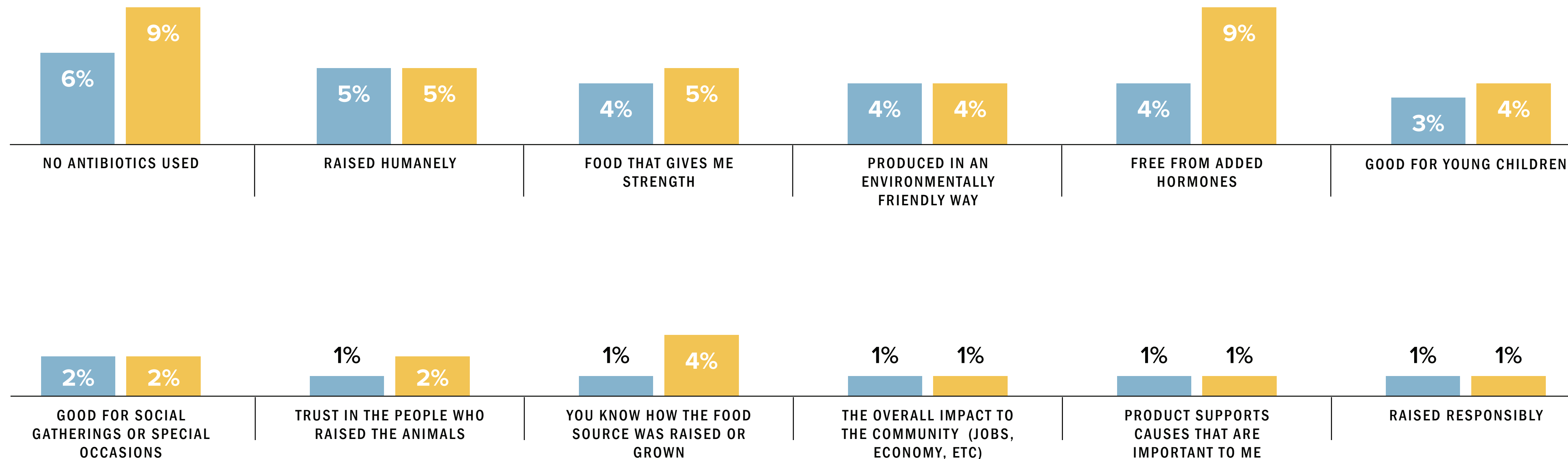
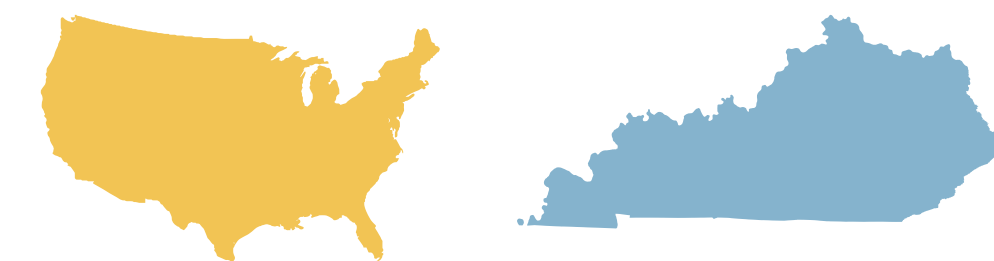
# Top 3 Considerations for Proteins

When choosing a protein for a meal, taste is the #1 consideration in Kentucky. Perceived value for the money and budget considerations are also top of mind.



# Top 3 Considerations for Proteins

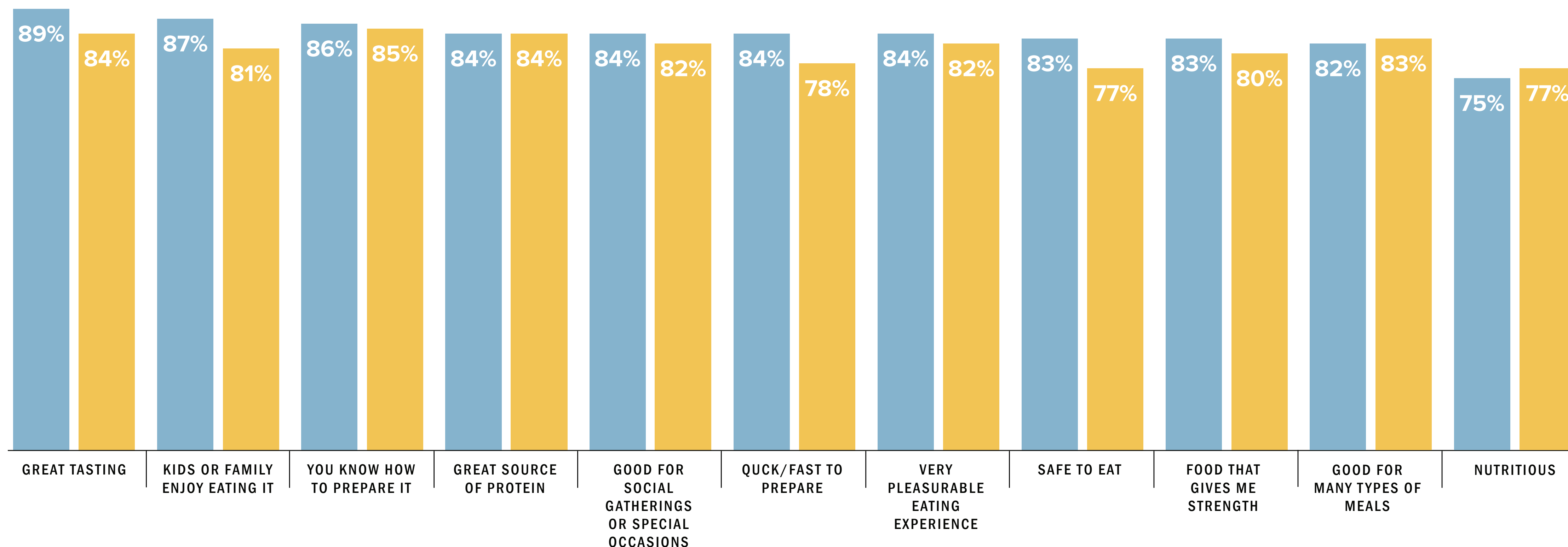
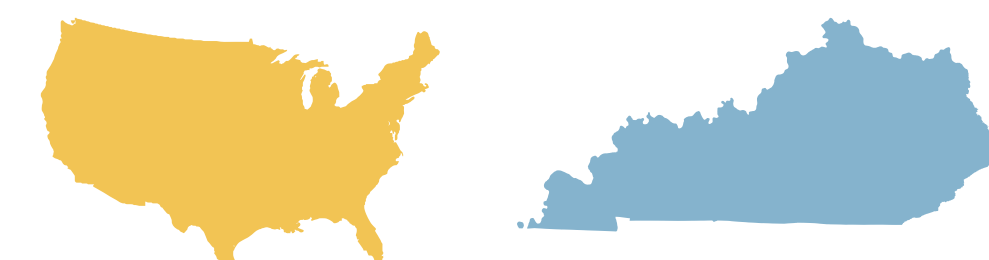
These consumers are less likely to consider the food's sourcing methods or the impact on the community when making these decisions.





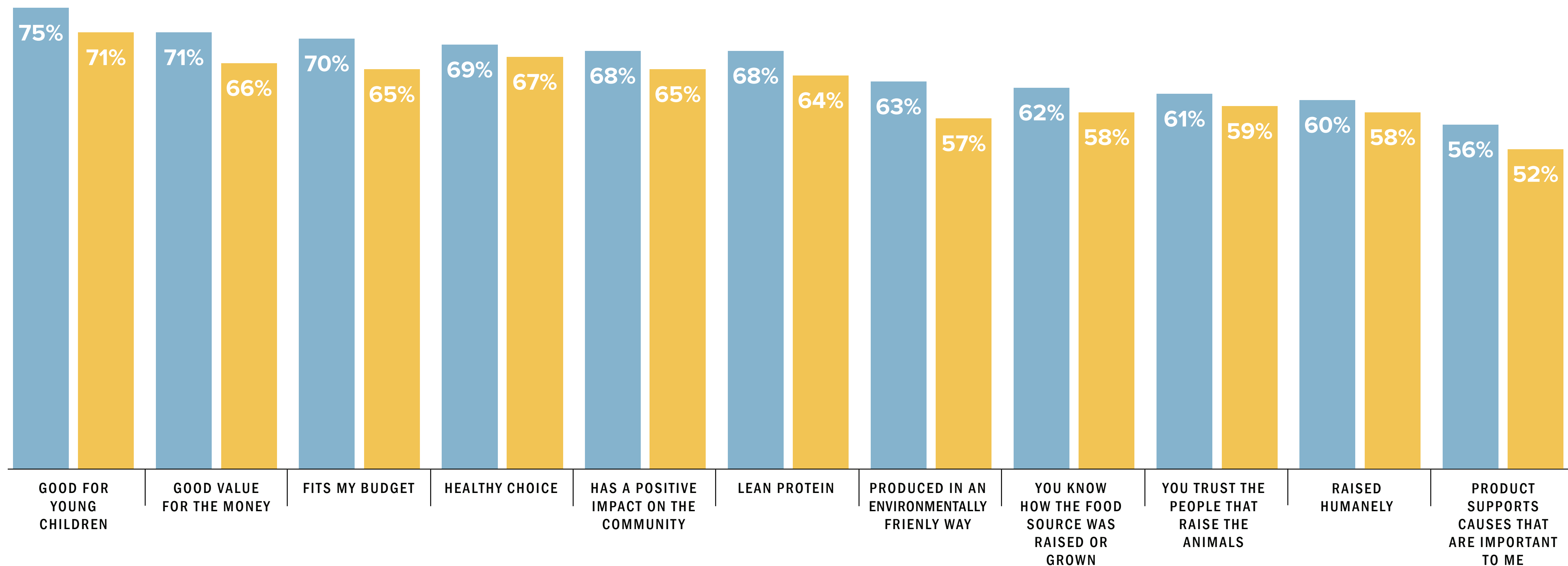
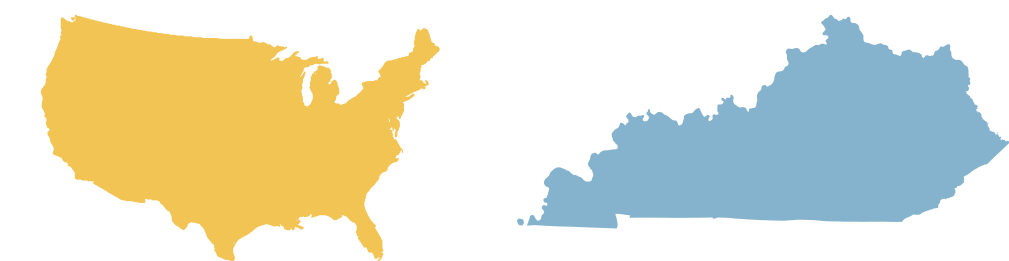
# Beef Attribute Agreement

In Kentucky, consumers highly agree on many beef attributes, including its eating experience, nutrition, preparation, and versatility. These consumers share similar or more positive sentiments towards beef as the national response.



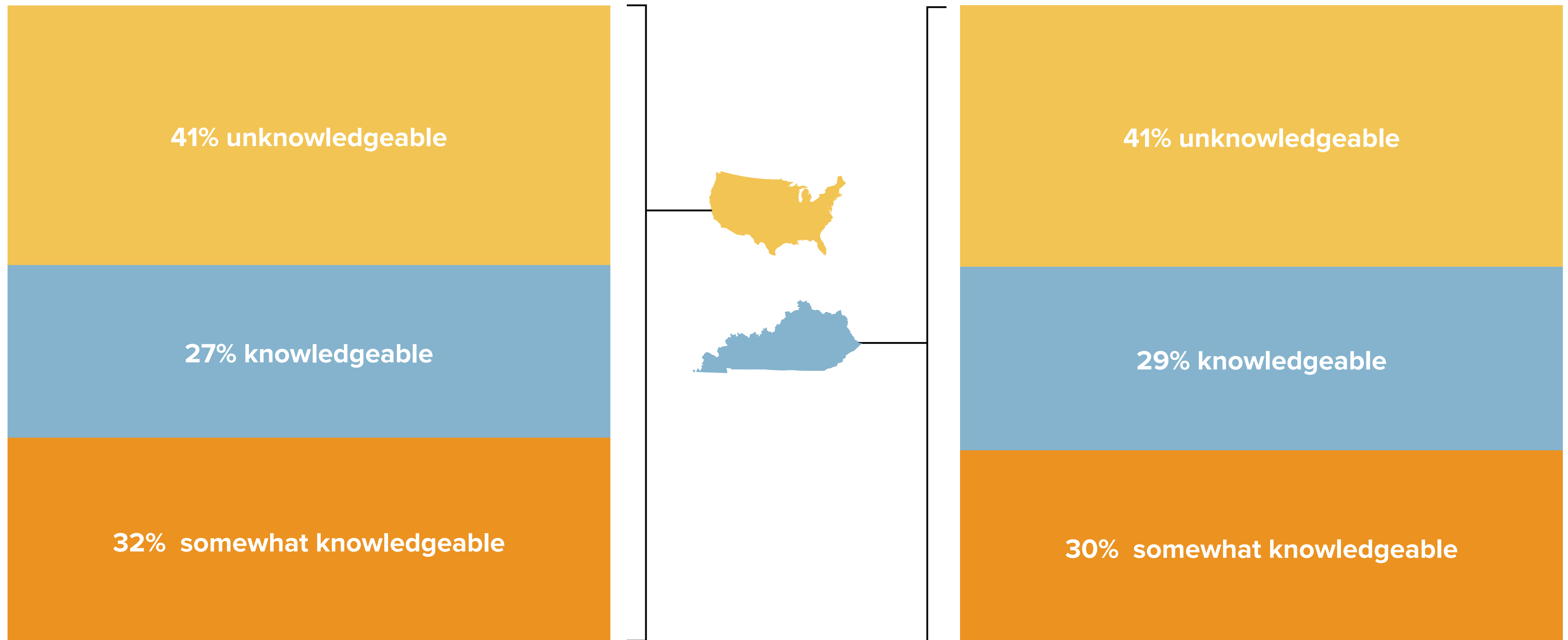
# Beef Attribute Agreement

Kentucky consumers share similar or more positive attitudes in the remaining attributes with consumers nationwide. More than 60% of consumers agree with most of these attributes.



# Claimed Knowledge

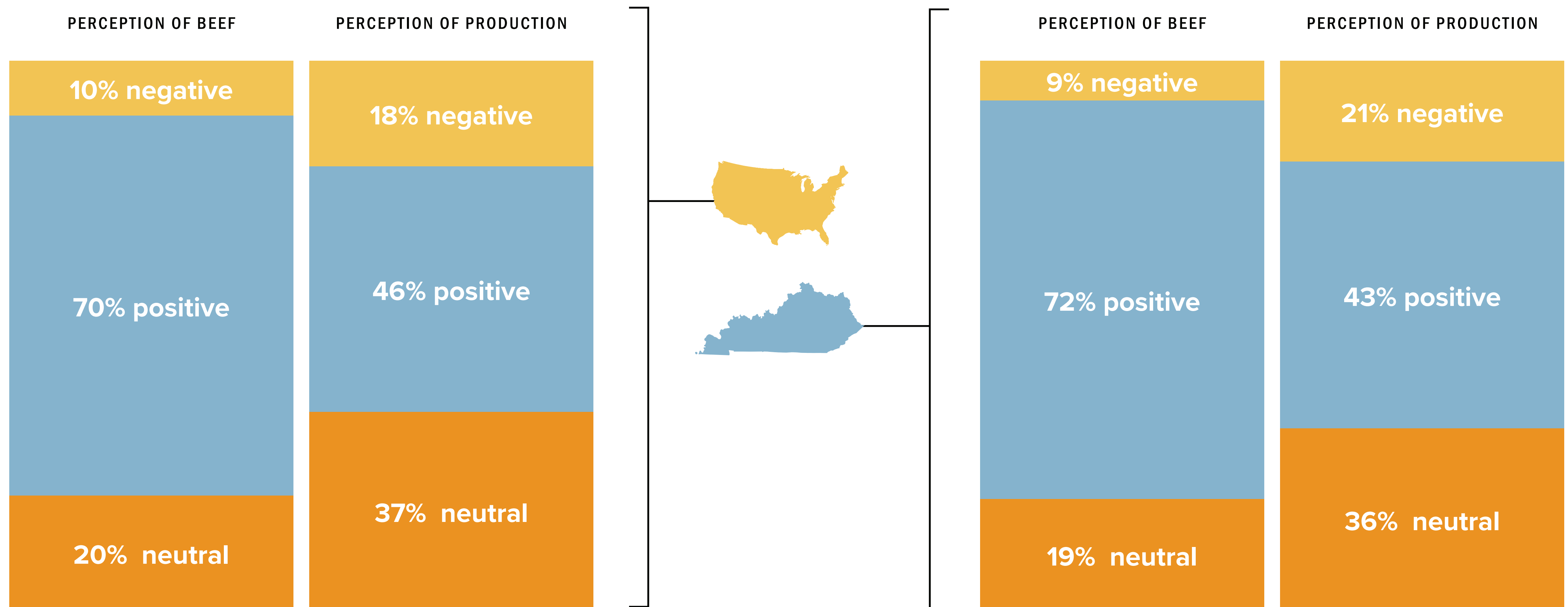
Self-claimed knowledge of beef production in Kentucky is similar to those nationally with over ¼ claiming to be knowledgeable.





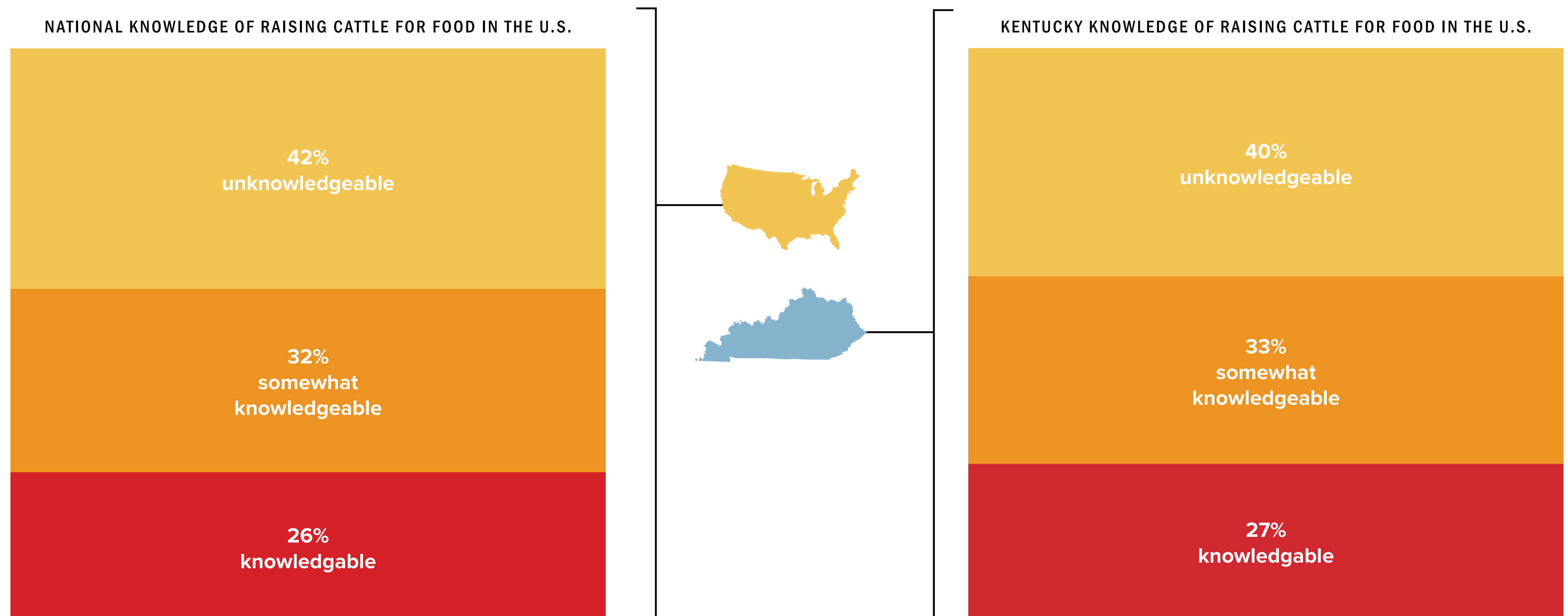
# Perception of Beef & Production

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.



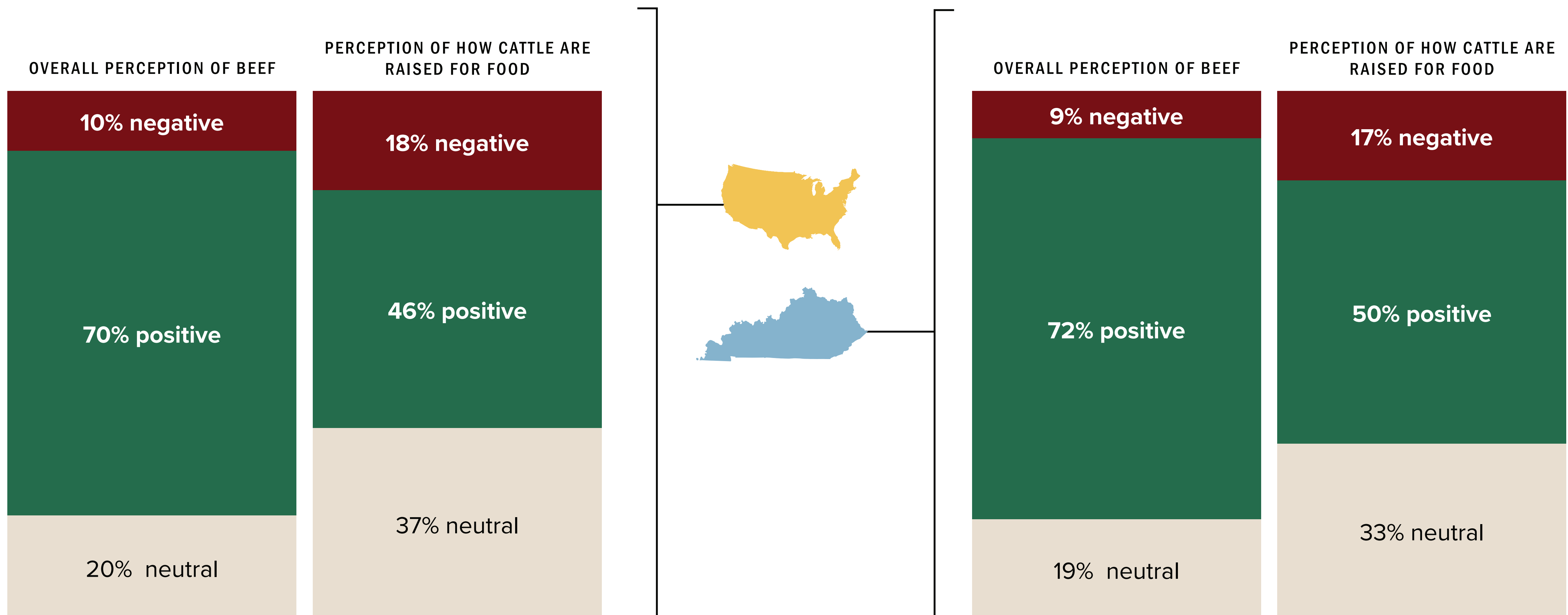
# Consumer-Claimed Perceptions and Knowledge of Beef

Most consumers nationwide and locally share similar perceptions, viewing beef and its production positively or neutrally. Only 25% of consumers say they know a lot about how cattle are raised for food.



# Consumer-Claimed Perceptions and Knowledge of Beef

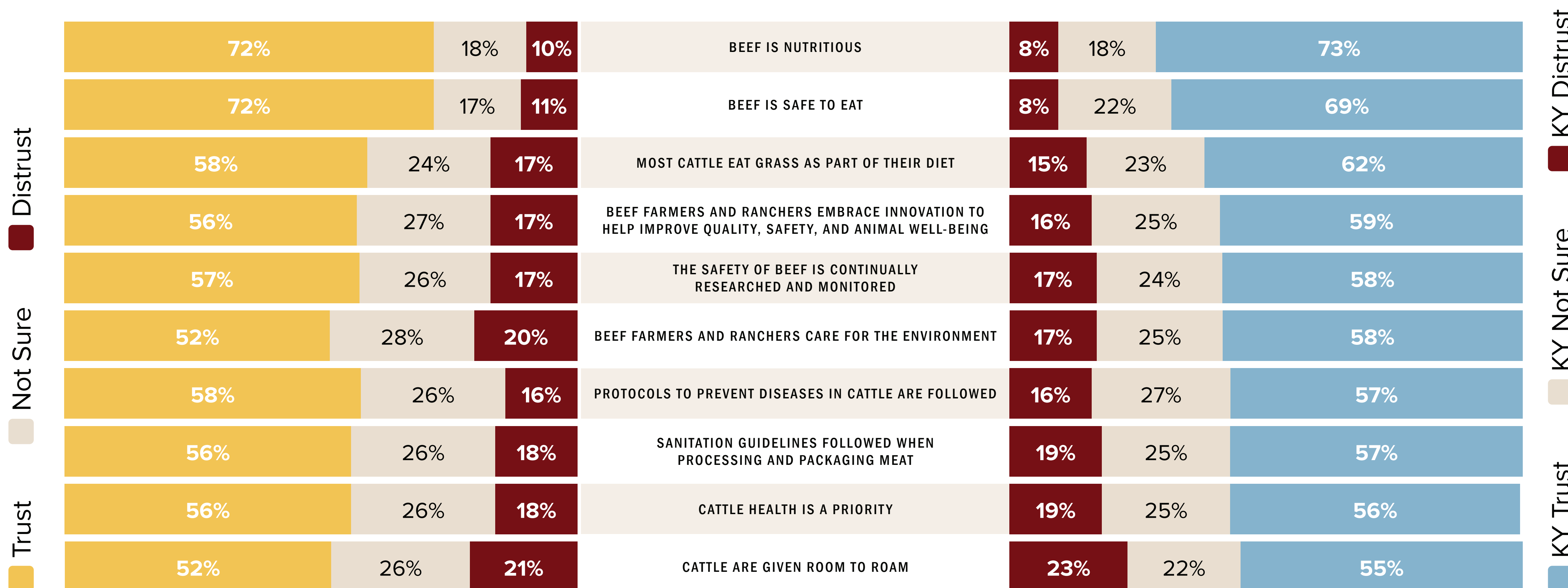
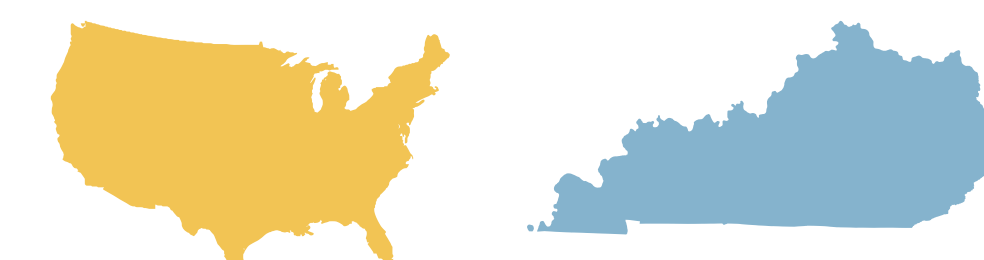
Most consumers nationwide and locally share similar perceptions, viewing beef and its production positively or neutrally. Only 25% of consumers say they know a lot about how cattle are raised for food.





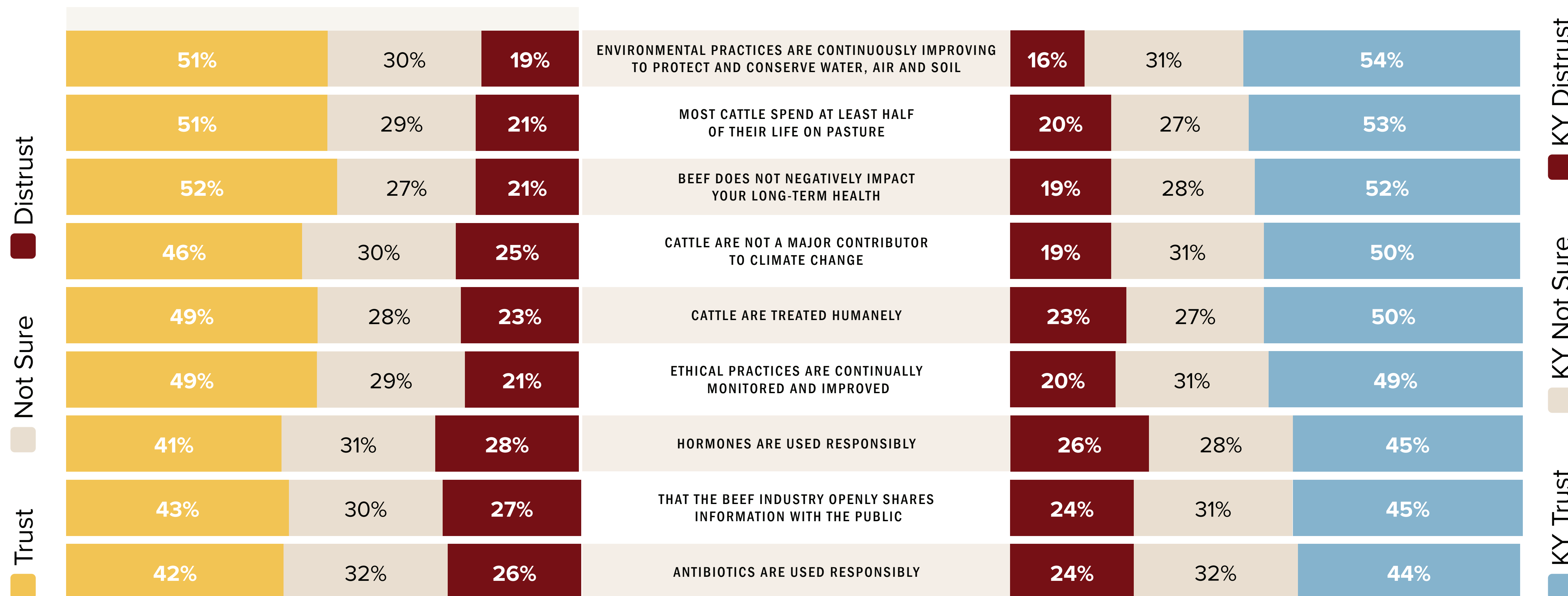
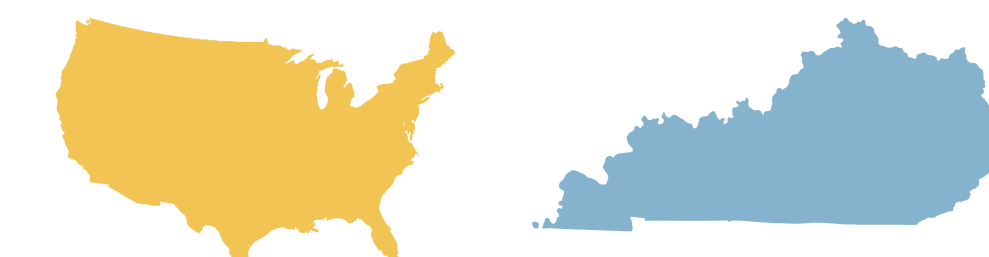
# Trust Metrics: How Cattle are Raised for Food

Consumers nationwide and in Kentucky generally share similar trust levels in the beef industry, with half or more trusting in most statements. Also, many consumers trust beef's nutritional values and safety to consume.

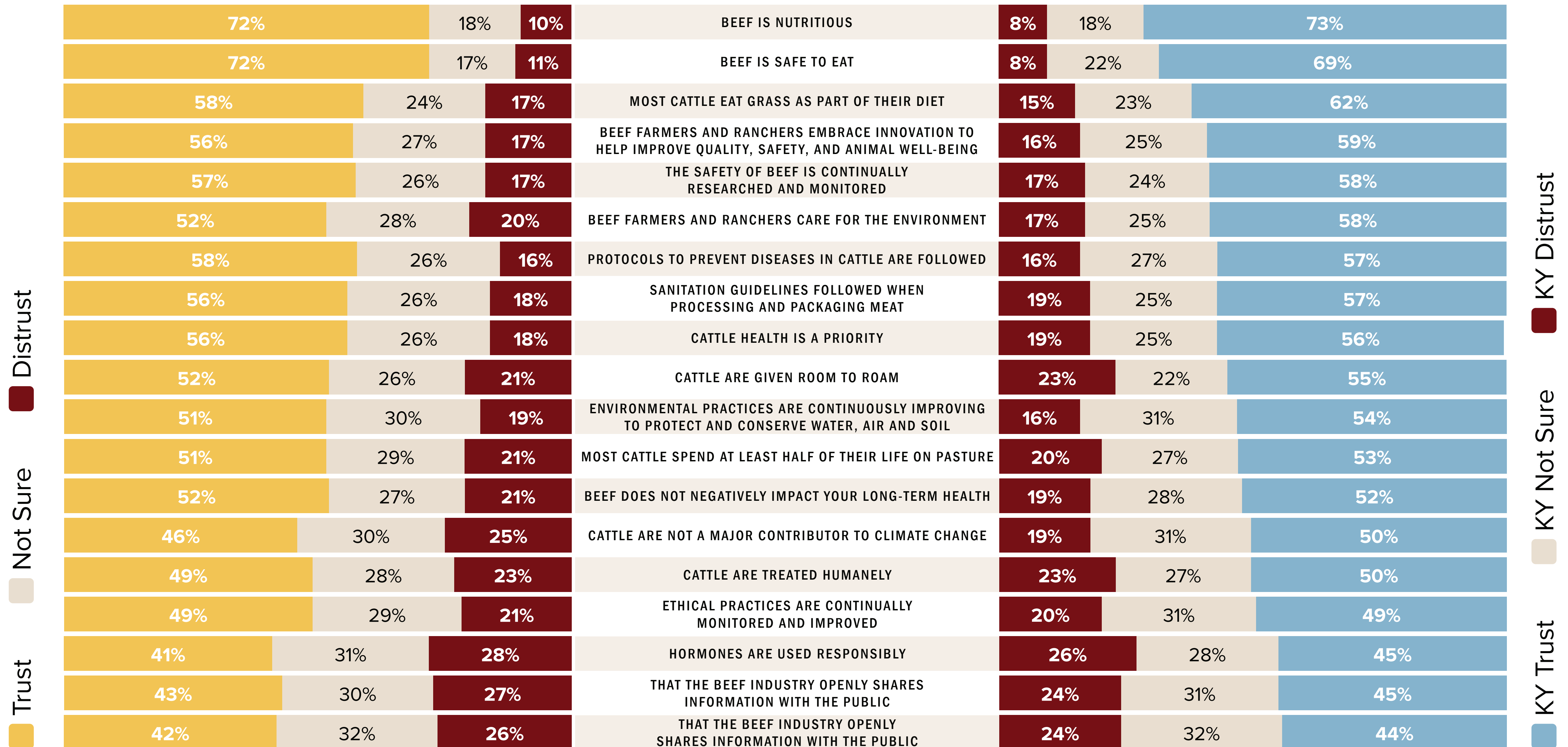


# Trust Metrics: How Cattle are Raised for Food

Consumer trust levels are lower when they consider the use of antibiotics and hormones, as well as the transparency of the beef industry.



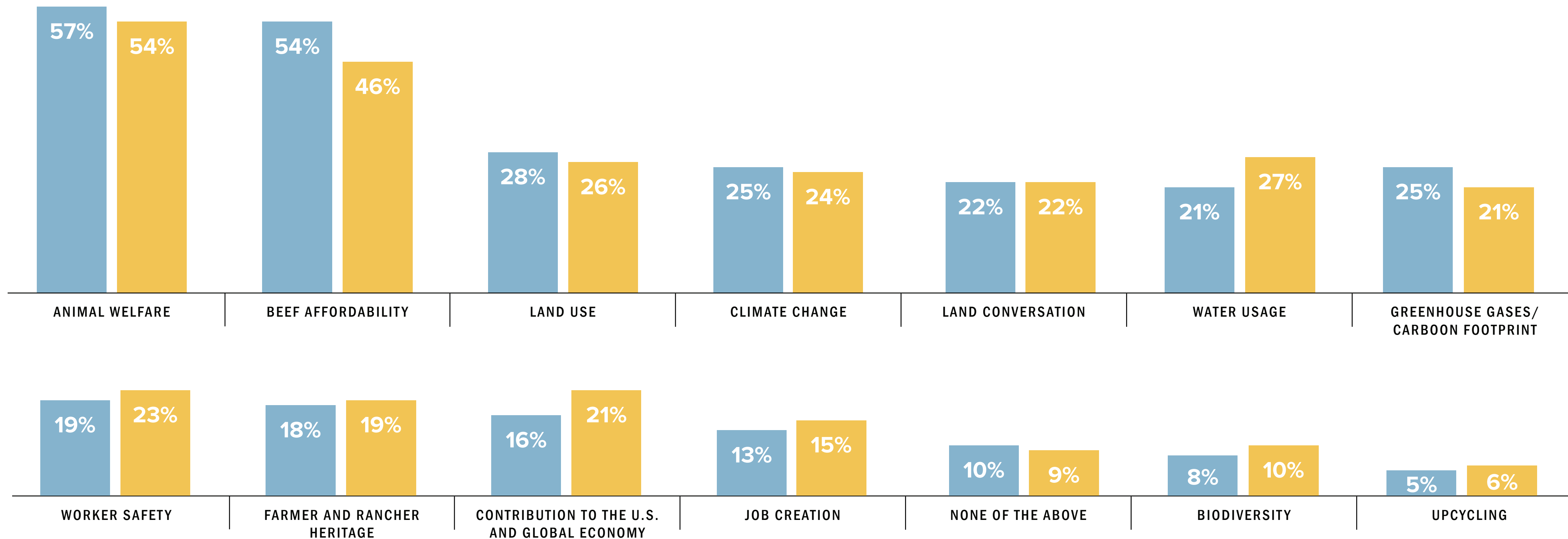
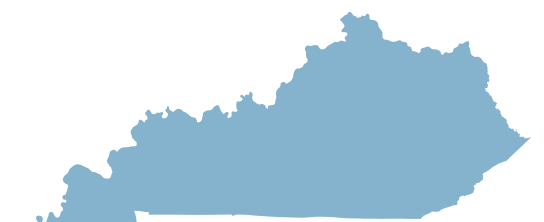
# Trust Metrics: How Cattle are Raised for Food





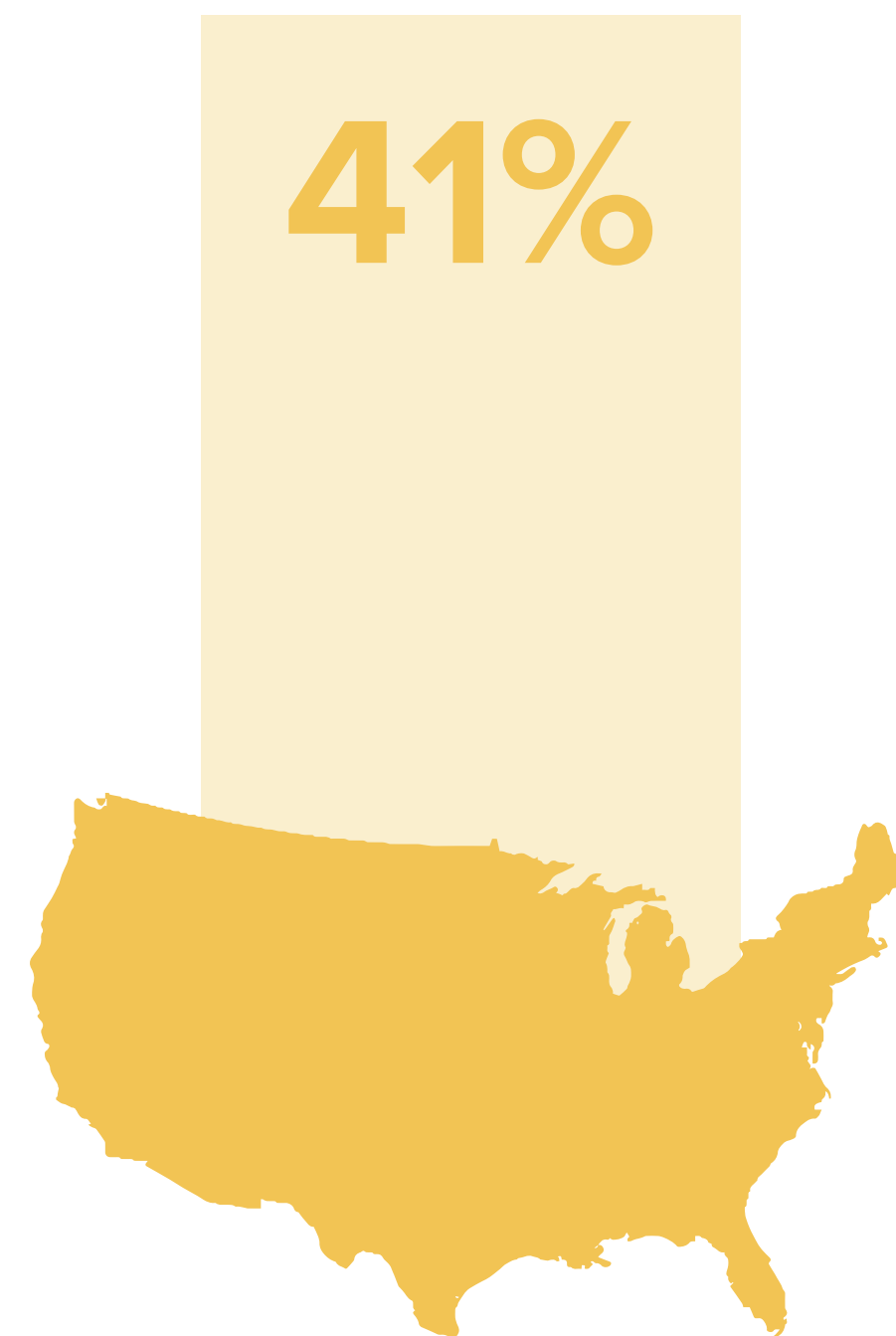
# Most Important Topics Related to Beef & Sustainability

Animal welfare and beef affordability are top of mind for Kentucky consumers and nationally when considering beef and sustainability. About 25% believe it's important to address various environmental considerations.



# Brand Awareness

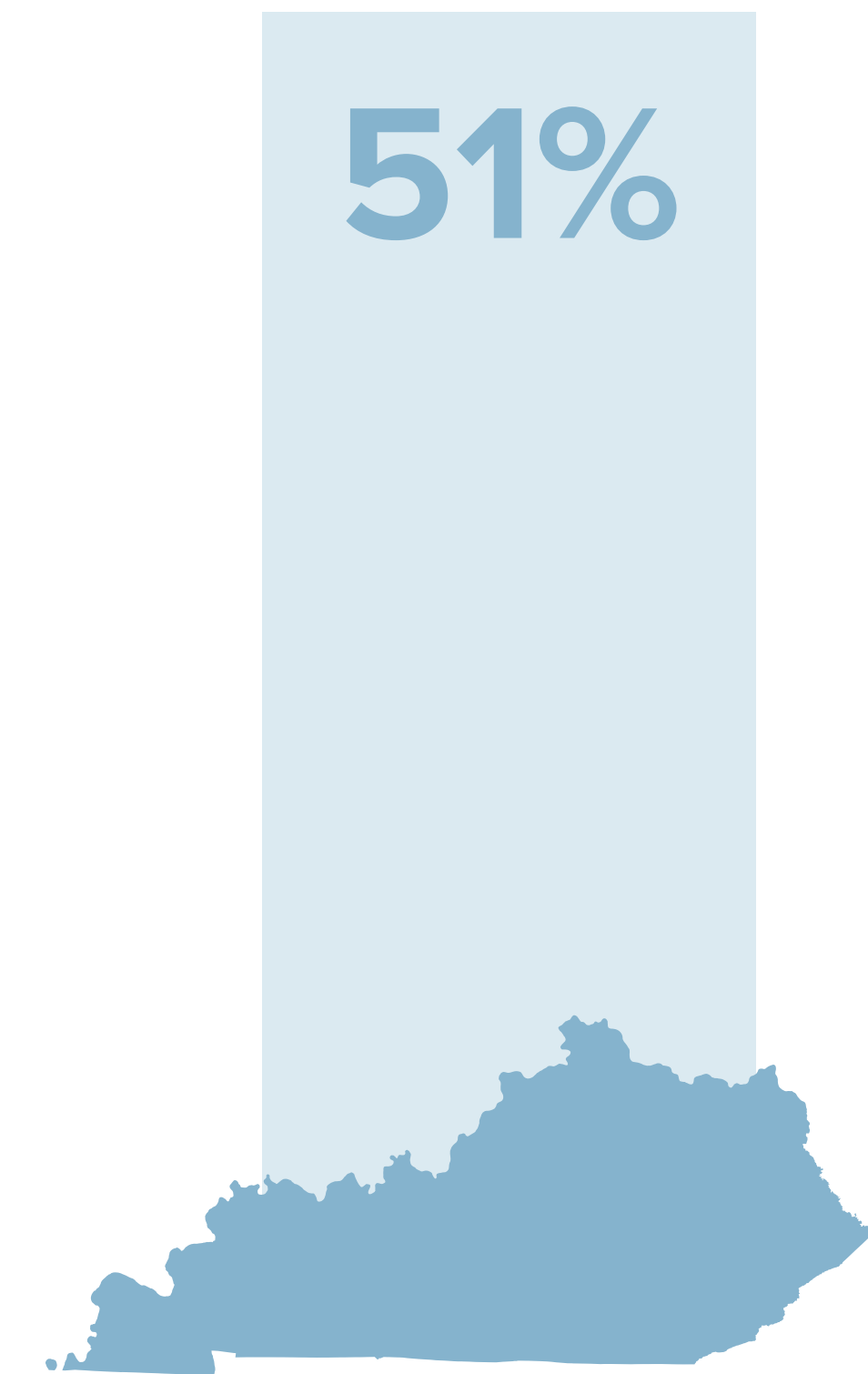
Consumer awareness of *Beef. It's What's For Dinner.* is higher in Kentucky than nationwide.



---

**BEEF.**  
IT'S WHAT'S FOR DINNER.®

---



# Recommendations for Kentucky

## Encourage consumers to eat beef meals more often.

**Promote quick and easy beef meal ideas**, ideal for individuals with busy schedules or weeknights.

**Feature new or improved ways** to include ground beef in meals, from adding it to traditional dishes or substituting it for another protein.

**Emphasize beef's value** and versatility by sharing information on affordable beef cut or swap suggestions and how to use them to match consumer flavor preferences, budgets, or product availability.

## Educate consumers about cattle production and the beef industry.

Help **boost consumer knowledge levels** by sharing transparent information about the beef lifecycle, from pasture to plate, and emphasize animal welfare and environmentally sustainable practices.

**Promote transparency** and directly connect with consumers by sharing personal stories of beef farmers and ranchers.

**Ensure consumers understand** the traceability of beef products and how to learn more about where their beef comes from.

# FY 2024-25 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.



# 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.

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	S/N
R&G 1	Raised and Grown Digital Advertising	Invest in digital advertising to address consumers' concerns about how beef is raised and grown in Kentucky	Will monitor reach and engagement. TBD based on investment.	Baird	N
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.	Quarterly reports in January, April, July, October. Deliverables are established and results reported. Increase Facebook, Instagram, and TikTok followers by 1000.	Baird/ Carter	S
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.	Baird/ Carter	S
R&G 4	Influencer Tours	Strengthen the knowledge and support of thought influencers, students and interns by hosting them on farm tours (virtual or in-person) on agricultural practices. Target health professionals including retail dietitians, and others who influence consumer attitudes about modern beef production and consumption.	Host 25 influencers yearly. The number of participants who feel positive about beef production increases as determined by pre and post survey tour.	Carter/ Faber/ Scott	N
R&G 5	E-Newsletter for Influencer Tour Attendees	Expand email contact list of tour attendees for monthly nutrition 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.	Carter/ Faber/ Scott	N
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. Participate in 3 news/interview spots. Have a producer participant at each event. Post 2 times a week to highlight beef month.	Baird/ Carter	S
R&G 7	Local Beef Directory	Highlight beef farmers and markets selling directly off the farm through the local beef directory on the kybeef.com website.	Monitor visits to the site to set a baseline.	Carter	N

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD	S/N
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 MBA Trailblazers in spokesperson opportunities.	Ten influencers attend training sessions and agree to engage throughout the year.	Carter	S
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	N
R&G 10	Media Monitoring & Response	Monitor the media and combat misinformation about beef and production practices by investing in Meltwater media monitor. Respond as appropriate.	Daily media monitoring is conducted, and issues addressed as identified. Provide a report in each board report.	Baird	N
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 KBN and update KBC Crisis Management Plan annually	Update meetings are held, and participants understand their role in issues response and crisis management in Kentucky.	Carter	S/N
R&G 12	Ag in the Classroom	Sponsor beef education content in the Kentucky Ag in the Classroom trailer	Assist in funding to reach Kentucky's youth through the creation and distribution of beef kits that include the "Cash Cow" Activity, the " Chew it Twice Rumination" Activity, and posters for teachers to have within their classrooms.	Burks	S
R&G 13	Industry Info Materials	Promote Beef Checkoff funded Raised and Grown education resources.	Resources provided as needed.	All Staff	S/N
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.	Baird	S/N



CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD	S/N
R&G 16	Supply Chain Tours	Work with groups like Bluegrass Hospitality Group, and others to provide on the farm training and tours. Create e-mail follow up with more information.	Planning tours	Carter	S/N
R&G 18	Promo Material	Promote Raised and Grown materials developed by the national Beef Checkoff and as created for in-state use.	Inventory materials and log items used at events. Report back on those materials and impact.	All Staff	S/N
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.	Distribute promotional materials, such as coloring books and paper cow ears, for various AG Days, community events, and 4-H Club Meetings. Conduct approximately 2 teacher professional developments for agriculture and family consumer science educators.	Burks	S
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.	Host students at the YARDS Classroom, with up to date graphics within the classroom.	Burks	S

# 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	S/N
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. Focus months Jan-March.	Will monitor reach and engagment. TBD based on investment. Have graphics made for each coinciding month event (national nutrition month, heart health month, etc.).	Baird	N
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.	Baird	N/S
N 3	Nutrition Focused Social Media Content	Create nutrition focused social media posts for platforms such as FB, IG, and TikTok utilizing resources supplied by National Cattlemen's Beef Association. This includes general nutrition topics and sports nutrition topics surrounding beef, as well as recipe and tip reels. Extend the paid digital advertising via social media.	Consistantly create 1 general nutrition post, 1 sports nutrition related post, and 2 reels monthly with at least a 10% increase in impressions on nutrition focused social media posts.	Scott	N
N 4	kybeef.com Raised & Grown 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.	Visits to kybeef.com evaluated and a baseline set.	Baird/Scott	N
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.	Baird/ Faber	N/S
N 6	Health Professional Conferences & Sponsorship	Participate in annual conferences for groups like the Kentucky Academy of Nutrition and Dietetics, KY Academy of Family Physicians, KY Public Health Association, etc. Encourage sponsorships with opportunity to bring in speakers and/or share beef nutrition research and resources.	Attend at least 3 Health Professional conferences.	Faber	S
N 7	Health Professional Newsletters	Maintain an email contact list of health professionals to send a monthly nutrition focused e-newsletter. Content to include beef focused nutrition columns, National Cattlemen's Beef Association nutrition resources, research articles, and links to continuing education opportunities.	Ongoing collection of email for health professional outreach including conference sponsorship contact lists and post-surveys of events/tours.	Scott	N

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD	S/N
N 8	Health Professional Continuing Education Webinars	Create and/or promote other state or National Cattlemens Beef Association opportunities for health professionals to get continuing education credits for Beef Farmer panels and beef nutrition presentations.	Create/share at least 2-3 opportunity for continuing education credits per year.	Faber/ Scott	S
N 9	Health Influencer Toolkits	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. Extend excess toolkit materials sent to states to health inflencers during conferences and through the health professional newsletter.	Toolkits are directly delivered to physicians in Kentucky. Toolkit assets are promoted through at least one organization and promoted digitally through the health professional newsletter.	Scott/ Faber	S
N 10	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 as needed. Host at least 1 dietetic intern per year.	Burks/ Scott/ Janine	N
N 11	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
N 12	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.	Partnership with Kentucky High School Athletics, highlight the value of beef's nutritional value in an athlete's diet. Host 3 teacher professional developments with agriculture and family consumer science teachershighlighting the benefits of beef in a diet.	Burks/ Scott	S
N 13	School Food Service Nutrition Outreach	Create opportunities for school food service directors/workers to incorporate beef into the lunchroom including beef demonstrations, toolkits/resources, and beef nutrition focused marketing materials for the lunchroom.	Work with a minimum of 3 schools on incorporating beef into the lunchroom.	Scott/Allen	S
N 14	School Food Service Conferences	Participate in annual conferences such as the School Nutrition Association Annual Conference. Encourage utilization of resources developed by the National Cattlemen’s Beef association.	Attend at least one annual school food service conference.	Scott/Allen	N/S



CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD	S/N
N 15	UK Food For Health	Continue to support the UK Food for 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/ Scott	S
N 16	Retail Dietitian Outreach	Create opportunities to educate retail dietitians on beef's role in a healthful, sustainable diet through farm tours, retail dietitian beef toolkits, training sessions, and/or sharing National Cattlemen's Beef Association created resources.	To host at least 2 on the farm tours/ trainings with retail dietitians	Janine/ Scott	N/S
N 17	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.	Carter	S
N 18	Promo Material	Promote nutrition materials developed by the national Beef Checkoff and as created for in-state use.		All Staff	S/N
N 19	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. Invite runners to consumer events (KHSAA, State Fair, etc.), have at least 3 participants at each event.	Rachel	S/N
N 20	Sports Nutrition Outreach	Create sports nutrition focused educational materials utilizing materials created by other state beef councils and National Cattlemen's Beef Association. Intended for use when working with Team Beef, KHSAA, coaches associations, and other sports nutrition related programs.	Contribute monthly sports nutrition focused collumns to the Team Beef newsletter. Utilize materials at sports related events/conferences attended.	Scott/Baird	N/S
N 21	Research	Fund research opportunities regarding beef's nutrition attributes.	Keep evaluating and stay in the know of any new researche that may be going on, and evaluate if KBC can assist.	Burks	S/N

# 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	S/N
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 engagment. TBD based on investment	Brown	N/S
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. Increase Facebook, Instagram, and TikTok followers by 1000.	Baird/ Carter	N/S
MA 3	kybeef.com Seasonal Recipe & Cookery Updates	Promote kybeef.com as 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 once a month and current information shared quarterly.	Baird/ Carter	N/S
MA 5	Price/Value	Integrate positive Price/Value messaging across all tactics within the Multiple Advantages strategic priority	Have at least 2 spots a year related to cost breakfown and analysis. Have at least 4 social media posts (quarterly) related to price/value.	Baird	N/S
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.	Include at least one recipes in each cooking segment, post on social media similar recipes related to TV spots.	Baird	N/S
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.	Carter	N/S
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.	Carter	N/S



CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD	S/N
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. Post 1 recipe a week, coinciding with seasonal relevance. Provide at least 1 relevant recipe in each consumer newsletter.	All Staff	N/S
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	Carter	N/S
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	Carter	N
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	Carter	N
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.	Carter	N
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	Carter	N
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. Have at least 40 derby burger entries. Participate in at least 3 TV spots, have the winner present at 1. Post a social post regarding the burger. Post on social pointing out the end-caps. Attend at least 2 festival events.	Baird	S
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. Create KY Beef Cookbook. Have at least 10 producer volunteers.	Baird	S
MA 17	Consumer Education	Participate in local consumer events to promote beef's positive message	Participate in at least 5 consumer events per year.	Carter	S/N



CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD	S/N
MA 18	Youth Education	Promote the role producers play in beef's positive advantage over other proteins through schools and other youth events.	Participate in the the Nebraska Youth Beef Leadership Symposium (NYBLS) where they are put into groups where they must create their own beef dish and share how they would advertise it considering the beef used, nutritional advantages, and versatility. Host at least 30 high school sophomores to undergraduate freshman in the KBC Youth Leadership program where they will hear from numerous KBC Staff on the versatility of beef, nutritional benefits, etc.	Burks	S
MA 19	YARDS Classroom	Promote the role producers play in beef's positive advantage over other proteins with groups visiting the Yards.	Continue hosting groups of students at the YARDS Classroom, with up to date graphics and posters within the classroom.	Burks	S/N
MA 20	Promo Material	Promote beefs multiple advantages materials developed by the national Beef Checkoff and as created for in-state use.		All Staff	S/N
MA 21	Social Influencers	Work with social media influencer to further beef's multiple advantages messaging		Baird	S
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.	Reimburse aproximately \$10,000 worth of beef for teachers to utilize as part of educational content within their classrooms.	Burks	S
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.		

CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD	S/N
New!	Kentucky High School Atheltics Association	Promote the role of beef in the life of an athelte, and their family. Share the beef messaging with consumers, athletes, and fans.	Grow Youth education and consumer newsletter interactions at KHSAA. Gain 200 hundred contacts from in-person events for emails and etc.. Have in-person impact at 4 state tournaments. Showcase relevant information.	Baird	S
New!	Consumer Newsletter	Promote the impact of beef through a consumer newsletter. Monthly newsletter utilizing seasonal relevance to explain the impact of beef messaging and the industry in KY.	Increase email data base by 3,000 emails. Include at least 1 recipes, cookery method, and industry update. Send monthly. Encourage database growth at in-person consumer events..	Baird	S
New!	Cooking Classes	Promote the role of beef in the kitchen through virtual or in-person cooking classes. Growth of cooking class program will later assist in new building.	Have at least 10 attendees at each event. Use seasonal relevant recipes.	Baird	S

# 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	S/N
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	Baird/ Carter	N/S
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. Post on socail media regarding, include in KCA newsletter.	Baird	N/S
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%. List expands from ??? to ??? Producers. Email Monthly Report to KCA Board, Exec, KBC Committee, KCA County President, etc. Add each KBC report to kybeef.com. Include each KBC report in the KCA newsletter.	Baird	S
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 via associations.	All Staff	S
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. Include in KCA newsletter. Highlight ability to sign-up on social media for producers.	Baird	S
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 training (KCA's 5 regions) for producers and county leaders.	Event is succesfully completed and understanding of the Beef Checkoff is increased.	All Staff	S
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	S



CODE	TACTIC	DESCRIPTION	EVALUATION	LEAD	S/N
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. Have at least 10 volunteers at KHSAA events. Have at least 10 volunteers at the KY State Fair.	Baird	S
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 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.	Baird/ Brown	S
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 5 producers across the state.	Carter	S
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	S/N
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	S
SE 13	Videos	Create producer videos showcasing Kentucky farm families to show pride in what they do.	Create at least 4 videos annually.	Carter	S
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.	Carter	S
SE 15	YARDS classroom	Host producer groups at the Yards to showcase Checkoff programs.	Encourage visits and determine a baseline.	Burks	S/N
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	S