

# KENTUCKY BEEF COUNCIL

FEBRUARY 2024



## TEAM BEEF

Applications for Kentucky Team Beef opened at the beginning of the year, and the roster is already full! Kentucky Team Beef is a team of 50 runners focused on living healthy lifestyles by combining physical activity and a nutrient-rich diet full of lean meats, whole grains, fruits, vegetables, and low-fat and non-fat dairy. We have runners of all abilities this year, with some competing in World Marathon Majors, and some who use running to enjoy a healthy and balanced lifestyle. Our first event this year will be the Kentucky Derby Festival Mini/Marathon weekend on April 25-27. Team Beef members can volunteer to work at the Race Expo on Thursday and Friday, where KBC will have a booth. On Saturday, we are expecting a large representation of Team Beef runners in both the half and full marathon! This program serves as an opportunity for us to connect with the fitness community and share the benefits of incorporating beef into their diets to fuel their training.

## DIRECTOR OF NUTRITION UPDATE

Registered Dietitian, Alex Scott, started as the Director of Nutrition on January 3rd, 2024. So far, she has been meeting with other SBC and NCBA dietitians, training with Registered

Dietitian, Janine Faber, and working alongside other KCA and KBC employees. Alex will be working on nutrition focused social media posts, learning more about sports nutrition programs available for schools, and building relationships with health professional groups by sharing educational newsletters and attending professional conferences with Janine in the upcoming months.

**Live Heart-Healthy  
with Lean Beef**

**February is American Heart Month**

Cardiovascular disease can be prevented and managed by taking part in a heart-healthy diet and lifestyle. A heart-healthy diet pattern emphasizes consumption of a variety of whole foods that are high in fiber and lean protein such as fruits, vegetables, whole grains, nuts, low-fat dairy, fish, seafood, and lean unprocessed meats and poultry. This diet pattern also encourages reduced consumption of processed foods that are high in saturated fat, added sugar, and

## HEALTH PROFESSIONAL E-NEWSLETTER

Alex Scott created a health professional E-newsletter with the purpose of sharing nutrition focused beef resources with health professionals across Kentucky and Tennessee including health department employees, registered dietitians, diet techs, physicians, health coaches, and more. The newsletter was sent out to almost 200 health professionals across Kentucky and Tennessee. The sign-up link for the health professional e-newsletter can be accessed on the KBC Instagram.

## ESTIMATING PORTION SIZE GUIDE

Alex Scott worked with Todd Brown to develop graphics for estimating portion sizes using our hands. Most hand portion images available use alternate sources of protein such as poultry





or fish as an example, therefore there was an opportunity for beef to be represented. This guide will be used as a nutrition education tool for teaching consumers and health professionals how to incorporate a sensible portion of beef into a healthful diet.

### THE YARDS CLASSROOM

We have had several requests for classroom visits! The most recent visits were from Madison County FFA and Franklin County FFA. We have Leestown Middle School and Scott County FFA, and Mercer County 4-H on the books for March. Don't hesitate to share these opportunities out with your areas. Email Bradon to book a group at bburks@kycattle.org

### "GATE TO PLATE" WITH UK AG EDU, AND UK MEATS LAB

During this educational three day event, agriculture teachers will be able to explore all aspects of the beef industry. Teachers will begin at Eden Shale where they will focus on production practices, and then to the stockyards to learn about marketing. Day two will be focused on carcass breakdowns and better understanding beef grading. Teacher's will get to be hands on and break down primals down to retail cuts. Day three will be focused on cooking beef, where teachers will even get to cook their own burgers for the day utilizing unique recipes.

### "BQCA/KBC" WITH KBN AND UK BEEF SPECIALISTS

These PD's will be designed to help Ag teachers become better equipped to train their students in the areas of BQCA. Our hope is that teachers come away with hands-on activities they can utilize in classroom curriculum.

### WARREN COUNTY 4-H DEMO

We recently attended Warren County's 4-H meeting where 35 students attended a "Beef Basics" lesson. We also conducted a beef cooking demonstration, showcasing how to cook non traditional cuts, such as a chuck eye steak. Many people came up afterwards and thanked us for the presentation; it seemed the parents learned as much as the kids!



### ON THE FARM STEM

The American Farm Bureau Federation received funding from Cattlemen's Beef Board to host an on-farm professional development opportunity for high school science teachers across the country. We have been chosen to be the host state this year. Alongside Kentucky Farm Bureau, we are collaborating to provide contacts and site visits for this event.

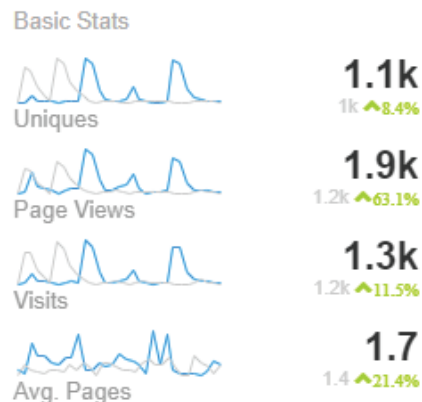
### BEEF IN THE CLASSROOM GRANT

We haven't utilized the beef in the classroom grant to its full potential. This 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 classes.

Our 'Educational Resources' tab on kybeef.org had been lacking, so we went ahead and updated it. Teachers can find more of our resources, and educational programs involving Masters of Beef Advocacy and BQCA.

### WEBSITE REPORTING

This shows the comparison of website stats from this current period (Jan21 - Feb21) with the previous period (Dec21 - Jan21). We are actively working to engage more consumers by continuously updating the website and creating new content that captures the attention of new consumers! We are excited to see an increase in traffic for the entire website.



### MEDIA SPOTS AND NEWS APPEARANCES

We filmed our monthly appearance with Wave 3 Listens Live. Producer Joe Lowe joined us to discuss "Beef 101", covering what the beef checkoff does, the purpose and goals of the beef council, and his personal experience as a producer. Kelly Baird then discussed quality grades, ground beef, and super bowl recipes. We also filmed a super bowl segment with WKYT the week before the game highlighting recipes.



## CONSUMER NEWSLETTER

We have started the monthly consumer newsletter and are updating and adding to the email list. The first edition was sent out Feb 1. There was a 40% open rate, greater than the national average open rate of 36.80% from Constant Contact. We are continuing to update content based off heat map detecting where consumers clicked on the email, and the topics they were drawn to. Our March newsletter is currently planned.

# THE BEEF REPORT

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Tackle Flavor and **EAT BEEF** this Super Bowl Sunday

February has officially begun, which means we are all asking the same question: what will fill our plate at kick-off on February 11th? Luckily, there are numerous *Beef. It's What's for Dinner.* recipes ready to steal the show and meet every taste preference. Utilizing ground beef is an easy way to make multiple appetizers, stay satisfied and full, and make the most of your money in 2024. Whether you are preparing nachos, meatballs, sliders, or more, there is ground beef that can help you perfect



## LOOKING FORWARD TO...

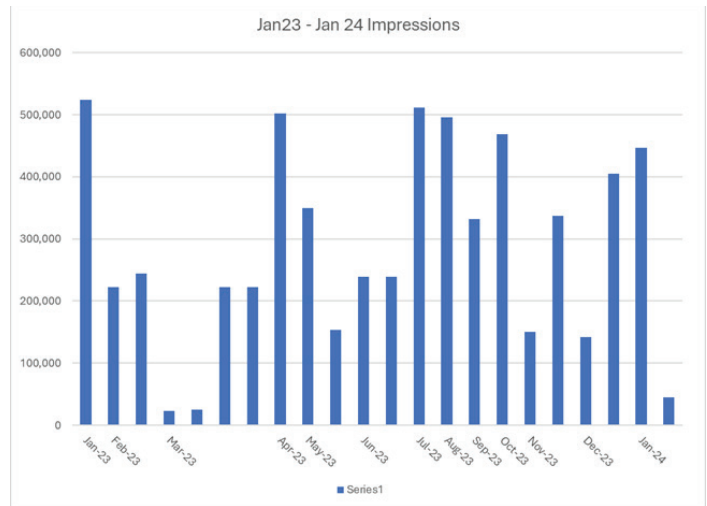
Derby Burger live voting is open from Feb 21-28th. You can find this information on the derby burger festival website. The final four will be announced on March 6th, the winners will be announced at the live cookoff on March 12th. Thank you to Ryan Miller for helping us as a judge.

The KHSAA Girls and Boys Basketball State Championships will be March 13-16 (Girls) and March 20-23 (Boys). KBC will have onsite activation for the entirety of the tournament schedule. If you are interested in volunteering reach out to Kelly Baird kbaird@kycattle.org as soon as possible!

## SPECTRUM INSIGHTS

We see a large increase in impressions through December. These ads are sharing the producer and holiday messaging.

Overall, other results have remained stagnant. We attribute the decrease in site visits to our pixel code not working for portions of that time. But we are assessing ads that are enjoyed more from consumers.



## BLUEGRASS HOSPITALITY GROUP

In the second training course of three on November 29th, the group met at The Berry Center, where they learned more about Berry Beef and the history of the Berry Center. They attended a farm tour where they were able to speak with a local producer for Berry Beef. He spoke about his experience with farming and cattle as well as how he became involved with those at the Berry Center. That was followed up with a tour through Trackside Butcher Shoppe. The day was rounded off with dinner and a presentation at Malones in Louisville. This presentation gave a deeper look at beef production from farm to table.

	Impressions	Ad Interactions	Ad Interaction Rate	Clicks	Click Rate	Engagements	Site Visits (total)
<b>Jan-23</b> 20 Minute Protein Packed Meal	524,088	2,576	0.49%	575	0.11%	3,161	585
<b>Feb-23</b> Beef Pot Roast	221,878	166	0.07%	324	0.15%	2,728	669
Heart-Healthy Beef Recipes	243,958	1,893	0.78%	338	0.14%		
<b>Mar-23</b> Beef Pot Roast	23,331	7	0.03%	34	0.15%	2,645	727
Heart-Healthy Beef Recipes	24,945	73	0.29%	26	0.10%		
Nutritious Family Dinner - Pasta	222,718	918	0.41%	330	0.15%		
Nutritious Family Dinner - Tacos	222,769	920	0.41%	328	0.15%		
<b>Apr-23</b> Philly Beef Cheesesteak Sandwiches	501,619	4,270	0.85%	675	0.13%	4,954	684
<b>May-23</b> Philly Beef Cheesesteak Sandwiches	350,038	1,154	0.33%	351	0.10%	2,462	574
Celebrate Beef Month	153,177	734	0.48%	205	0.13%		
<b>Jun-23</b> Grilling Favorites	239,210	867	0.36%	283	0.12%	2,289	615
BBQ Chipotle Cheddar Burger	238,987	807	0.34%	322	0.13%		
<b>Jul-23</b> Marinated Flank Steak	511,466	1,687	0.33%	642	0.13%	2,339	652
<b>Aug-23</b> Marinated Flank Steak	495,616	3,201	0.65%	503	0.10%	3,715	514
<b>Sep-23</b> Marinated Flank Steak	332,385	1,492	0.45%	250	0.08%	1,750	258
<b>Oct-23</b> Local Beef	468,713	1,928	0.41%	337	0.07%	2,267	339
<b>Nov-23</b> Local Beef	150,474	1,131	0.75%	72	0.05%	3,278	258
Beef Stuffing with Apples and Cranberries	337,477	1,889	0.56%	185	0.05%		
<b>Dec-23</b> Holiday Mini Beef Meatball Skewers	141,883	891	0.63%	116	0.08%	3,797	297
Happy Holidays, Farm to Table	404,643	2,608	0.64%	180	0.04%		
<b>Jan-24</b> Easy Sirtain Thai Salad	446,894	2,189	0.49%	397	0.09%	3,021	578
Easy Sirtain Thai Salad	45,024	254	0.56%	118	0.26%		





## KFB ANNUAL MEETING

Nov 30 – Dec 2 – Kentucky Farm Bureau’s 104th Annual Meeting took place in Louisville, KY. Over 2,300 producers were in attendance. KBC was able to give out recipes, eat beef license plates, checkoff information, and KBC branded gloves.

KBC was also spotlighted on a KFB Facebook post.

## NATIONAL FARM MACHINERY SHOW



February 14th-17th – 800 Vendors and approximately 300,000 people in attendance over 4 days.

Handouts, information, and branded items from Eden Shale Farm, KBN, KCA, KBC, and Beef Solutions were provided. A number of conversations were had with attendees who stopped by the booth, ranging from questions about local beef, meat cuts, KCA membership details, and much more.



## LOCAL BEEF DIRECTORY

Changes have been made to the submission form for the local beef directory. These changes allow producers more control over the information they have facing the public for safeguarding purposes. Additionally, they can now include a business logo. A two-sided business card was created by our graphics team. The QR code for “Buy Beef” leads to the Beef Directory webpage. The “Sell Beef” QR code leads to the producer submission form. Future updates will include a newsletter for directory participants, producer outreach, and an in-depth beef buying guide for consumers.



## E-COMMERCE : “MAJOR RETAILER”, AUGUST-SEPTEMBER, BACK TO SCHOOL CAMPAIGN RESULTS

Kentucky Data for \$10,000 investment

- KY Digital Ad Impressions = 1,054,411
- Traceable KY beef sales for this campaign = \$2,310,948
- KY return on ad spend = \$230.33

For every dollar KY spent on advertising, \$230.33 was traced back to KY beef sales. To arrive at this number, “Major Retailer” tracks purchases of those that were served your KY-funded ads online and then made a beef purchase at a “Major Retailer” online platform or in a “Major Retailer” store within 14 days. The only time they can’t trace sales of those who saw your ad is if someone pays in cash.

National Data

National return on ad spend was \$259.29 for the portion NCBA funded. Again, this number represents the sales of fresh beef (online and in-store with “Major Retailer”) made with 14 days of a consumer seeing our BIWFD ad.

Data shows a **\$12.1M in incremental beef sales** nationally, meaning those that saw the ads purchased \$12.1M more in beef sales when compared to those who did not see our ads. These incremental beef sales translate into a **\$34.35 return on investment nationally**.