

KENTUCKY **BEEF** COUNCIL

MARCH 2024



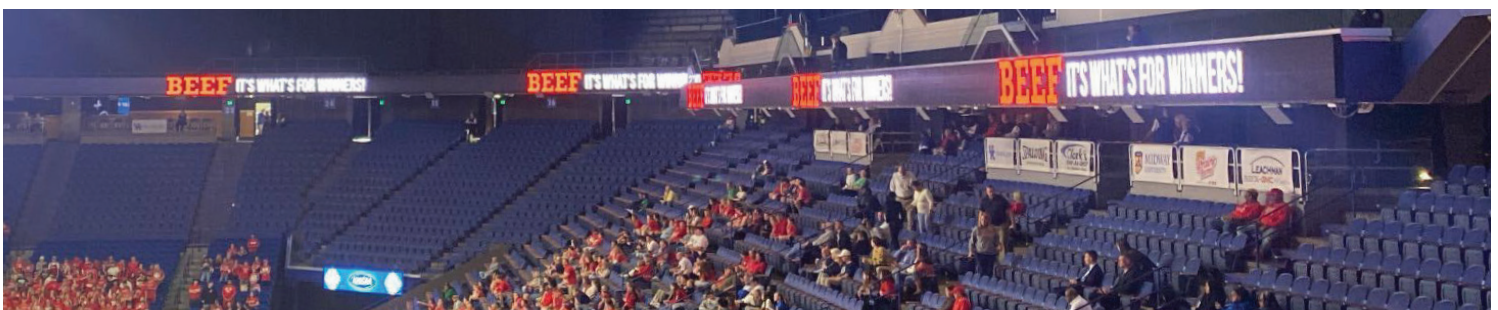
DERBY BURGER

The 2024 Derby Burger Winner has been crowned. On March 12th, the four derby burger finalists met at Kroger for the live cookoff. Over forty submissions were received, then narrowed down to eight finalists. Those finalists were then voted on by the public to decide the final four. Each contestant cooked their burgers, presented the final product to the judges, and were judged on ease of preparation, creativity, taste, and overall appeal. Checkoff Committee Chairman Ryan Miller served as a judge. Stacy Hoehle of La Grange is the 2024 Derby Burger Champion. Hoehle prepared the Derby P.L.T Burger. This burger can be prepared using Kentucky Cattleman's Ground beef, Dan-o's spicy seasoning, pimento cheese, lettuce, fried green tomato, and remoulade. Hoehle will join the beef council on upcoming news and media events, and the burger will be served at upcoming Derby Festival events such as BourbonVille and Taste of Derby Festival and will be sampled at Kroger leading up to the Derby.



KHSAA

Beef is the preferred protein for Kentucky high school athletics. This year we were excited to see our in-game and out-of-game activation measures coming to fruition. Throughout March 13-16 and March 20-23, we are tabling at the KHSAA Girls and Boys Basketball State Championships. Outside of our tabling efforts for our included gameday setup, we have one on-court promotion (Beef. It's What's for Dinner Flex Cam), Banners (Packed with Protein Student Section on each end), LED Ribbon Board signage, LED Courtside signage, and radio assets (one :30 spot, one feature entitlement, and one live read). Thus far we have had a great response to our presence at high school athletic events and hope that we can continue growing our relationship, possibly in sports nutrition going forward.



MEDIA

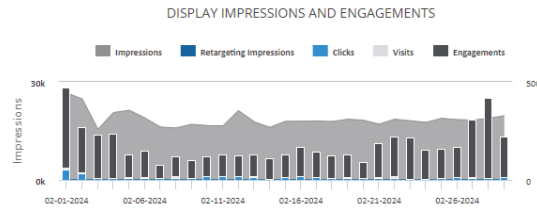
For the month of February, there was a 90 percent lift for KBC ad viewers, meaning that those who viewed our ads from Spectrums platform were 90% more likely to access our website (kybeef.com). In addition, for the month of February, it appears that our TV airings remain consistent, while there seems to be an expected high at the beginning and end of the month regarding display ads, with over 539,000 impressions. A report that we are excited to see is the 98.48% completion rates on streaming. This means viewers are finishing our ads.

Display (Data is current as of 03/17/2024)

539,516
IMPRESSIONS

5,231
ENGAGEMENTS

469
SITE VISITS



[Download Report](#)

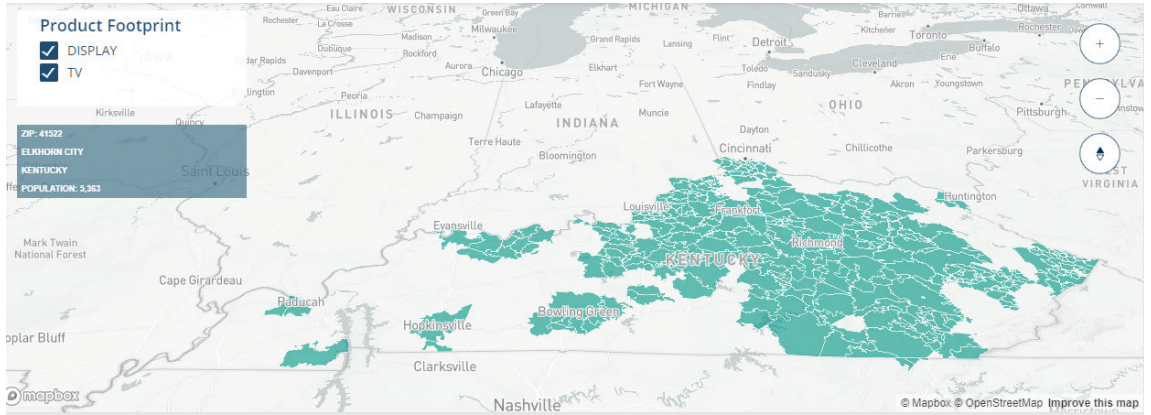
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TOP CREATIVES



490,218
Impressions

0.94%
Interaction Rate

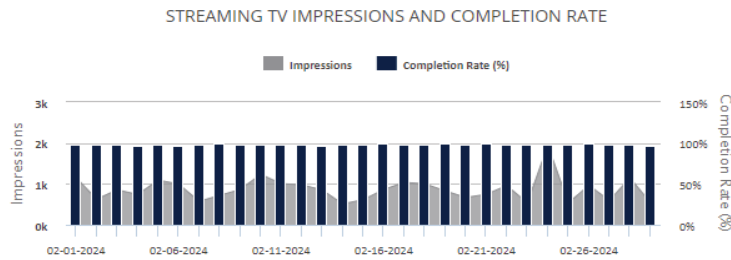


Streaming TV (Data is current as of 03/16/2024)

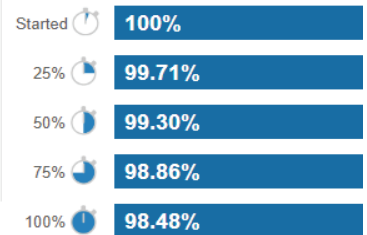
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25,197
IMPRESSIONS

98.48%
COMPLETION RATE



VIDEO COMPLETION RATE



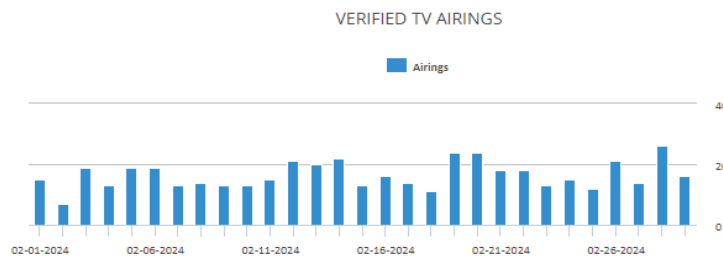
TV (Data is current as of 03/14/2024)

[VIEW MORE](#)

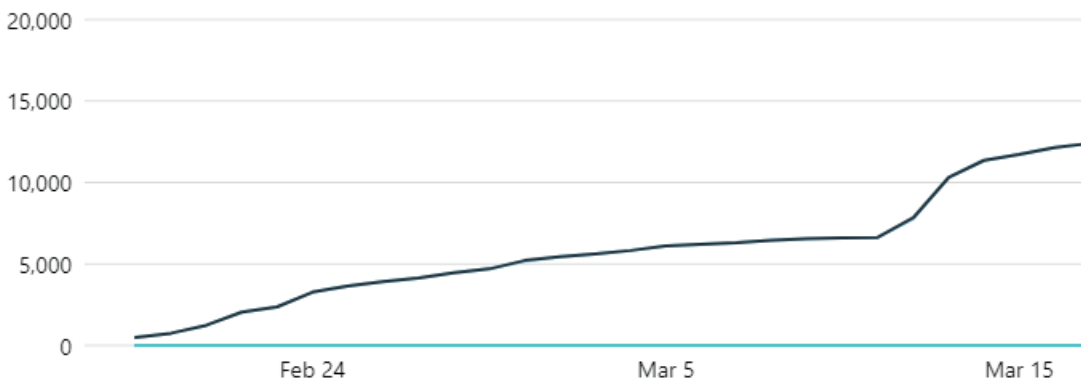
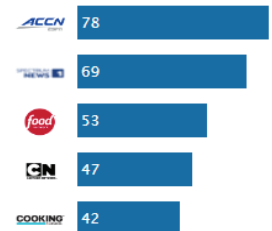
478
AIRINGS

30
NETWORKS

5
ZONES



TOP 5 NETWORKS



We have actively been trying to increase our reach through planned and coordinated social media posts. These posts surround holidays, events, and dates that are significant to potential beef supporters. The following graph highlights the organic reach that is taking place, which is gradually increasing. Hopefully through targeted ads this can continue to grow.

WAVE 3

On top of our monthly Wave 3 news segment in Louisville, we do targeted emails that are sent out monthly. From January to February, we saw a decrease in openings from 5,412 to 5,231. This is a very slight decrease. Over 28,000 emails have been sent, we are adjusting materials to hopefully see better results. But of those 5,000 opens, the majority continue to explore through our website after making it to the landing page, which is a great result. Hopefully we will see an increase in opens and clicks going forward.

For the February segment, Alex Scott RD discussed lean beef in a heart healthy diet and portion size. We were also able to have Dr. Allison Gustafson from the Food as Health Alliance discussing their programming. Our March segment will be this upcoming Tuesday, March 26th.



HEALTH PROFESSIONAL E-NEWSLETTER

The second health professional nutrition newsletter was sent out by Alex Scott that focused on sharing basic resources highlighting beef's place in a healthy diet in honor of National Nutrition Month. In the last month the health professional newsletter has gained 200 subscribers, totaling over 400 subscribers. Most of new subscribers were received from interacting with health professionals at the conferences attended by Alex and Janine.

ATTENDING PROFESSIONAL CONFERENCES

Alex Scott and Janine Faber attended three conferences including the Kentucky Cardiopulmonary Rehab Association Conference (KCRA) on February 9th, the Kentucky Academy of Nutrition and Dietetics Annual Nutrition Conference and Expo (KAND ANCE) on March 4th, and the Kentucky Public Health Association Conference (KPHA) on March 5th and 6th. At these conferences we were able to reach a variety of health professionals including physicians, nurses, exercise physiologists, respiratory therapists, dietitians, health department and public health employees. In total, there were about 750 attendees at these conferences with great interaction with our booths. Health professionals at KCRA were especially interested in our information about incorporating lean beef into a healthy lifestyle



March is National Nutrition Month

This year, the National Nutrition Month® theme "Beyond the Table" addresses the farm-to-fork aspect of nutrition and





HEART HEALTH HEALTHCARE PROVIDER TOOLKITS

NCBA sent out Heart Health Toolkits to healthcare providers which included handouts on lean beef and cardiometabolic health, tips for a heart healthy lifestyle, and a lean beef cuts magnet. In total, 760 toolkits were sent out nationwide and 53 were sent to health professionals in Kentucky.

TEAM BEEF

The Kentucky Team Beef roster is full for 2024! 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. Team Beef members come from varying backgrounds. While we have several members who work within the industry as producers, ag teachers, veterinarians, etc., many are consumers who rely on beef in their diets and want to support and learn more about the industry.

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 to speak with athletes about the benefits of beef. On Saturday, we are expecting a large representation of Team Beef runners in both the half and full marathon which draws in over 10,000 runners annually, plus spectators! 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. In May, Team Beef members will have the opportunity to visit the University of Kentucky Meats Lab, where Dr. Gregg Rentfrow will be demonstrating a carcass breakdown.



SPONSORED SPEAKER AT KAND: NEVA COCHRAN

The Kentucky Beef Council worked with NCBA's Nutrition Seminar Program to sponsor a speaker at the KAND ANCE on March 4th. Registered Dietitian Neva Cochran's presentation was titled "Nutrition Starts at the Farm: Healthy Meals from the Ground Up" and she discussed the evolution of agriculture while working to dispel common myths about beef and the food system. This presentation was given to registered dietitians from across Kentucky in effort to educate health influencers on agricultural practices.



THE YARDS CLASSROOM

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



WARREN COUNTY 4-H DEMO

We recently attended Warren County's 4-H meeting where 35 students came and attended a "Beef Basics" lesson. We were also able to conduct 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 as if the parents learned as much as the kids did!

"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.



2024  **GATE TO PLATE**

FOR MORE INFORMATION AND TO REGISTER:
[HTTPS://BIT.LY/2024AgEdGate2Plate](https://bit.ly/2024AgEdGate2Plate)

LEARN HOW "WHAT'S FOR DINNER" GETS TO THE TABLE!
JUNE 10 - 12, 2024

JOIN US THIS SUMMER AT THE UK MEAT LAB FOR A PROFESSIONAL DEVELOPMENT OPPORTUNITY TO LEARN BEEF PROCESSING SKILLS AND TECHNIQUES.

SPONSORED BY:

"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 would be that teachers come away with hands-on activities they can utilize in classroom curriculum.

ON THE FARM STEM

The American Farm Bureau Federation has received funding from the Cattlemen's Beef Board to host an on-farm professional development opportunity for high school science teachers from 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/ EDUCATIONAL RESOURCES UPDATED

We haven't utilized the beef in the classroom grant to the potential it has. 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.

Our 'Educational Resources' Tab on kybeef.org had been lacking, so we went ahead and updated it to where teachers can find more of our resources, and educational programs such as Masters of Beef Advocacy and BQCA

BEEF IN THE CLASSROOM

LOCAL BEEF DIRECTORY UPDATE

Currently, The Local Beef Directory represents 67 counties and over 150 producers.

Social Media/Local Beef Directory Page(on kybeef.com) analytics for this quarter (Jan-Mar) :

A Facebook/Instagram post promoting the directory on Feb 7th had the highest reach for posts by KBC in the last 90 days.

Impressions - 10,812 | Reach - 9621 | Engagement - 801 | Reactions - 138 | Comments - 10 | Link Clicks - 198 | Other Clicks - 165 | Shares - 48

Website Views - 2600+ views (nearly 1000 more views than the KBC Home page) in the last 90 days. The Beef Directory is currently is the most viewed page on kybeef.com



OWENSBORO BURGER WEEK

Mar 1 – Mar 10 - KBC was a title sponsor (\$2500) for Owensboro Burger Week for the 5th year. Title Sponsorship included:

- Logo included in all videos
- Name mentioned in all press materials
- Name placed on Burger Week Champion Trophy
- Logo included on Burger Week website
- Logo included on Visitowensboro website regarding Burger Week
- Interview with company officials promoting Burger Week for broadcast
- Spotlight on Burger Week sponsor
- Name mentioned in all radio interviews
- Burger Week Judge Spot

KBC attended as a judge and sampled 20 different burgers (of 40 participating restaurants).

Went on City of Owensboro's Facebook Live during judging. Spoke to live audience about Kentucky Beef Council working on behalf of producers across the state and thanked all who came out to support the beef industry.

From the 40 participating restaurants, more than 57,000 burgers and roughly 14,000 pounds of beef were sold during the 9-day promotion: an increase from last year's 35,000 burgers from 38 participating restaurants.

There were three winners this year.

Kim's Diner won People's Choice with 20% of the online votes.

J's Good Grub and Basil's Food Truck were co-champions determined by the judges' panel with tie scores of 92.43 out of 100.



Category	Comments	Points
Appearance		
Looks appetizing		___ / 10
Impressive presentation		___ / 10
	TOTAL	___ / 20
Execution		
Easy to eat		___ / 10
Properly cooked		___ / 10
Creativity of recipe		___ / 10
	TOTAL	___ / 30
Taste		
Tenderness/texture of burger patty		___ / 10
Flavor/texture of bun		___ / 10
Combination of flavors		___ / 10



BURGER WEEK RESULTS

57,216 BURGERS SOLD!

THAT'S 14,000 LBS. OF GROUND BEEF

BASIL'S FOOD TRUCK

BEST OVERALL BURGER

1st Place Tie

J'S GOOD GRUB

GERMAN AMERICAN PEOPLE'S CHOICE AWARD

KIM'S DINER

\$401,212 SPENT ACROSS 40 RESTAURANTS ON \$7 BURGERS

SHILOH'S LOUNGE AND GRILL

2ND

OLE SOUTH BBQ

3RD

THE MILLER HOUSE

4TH

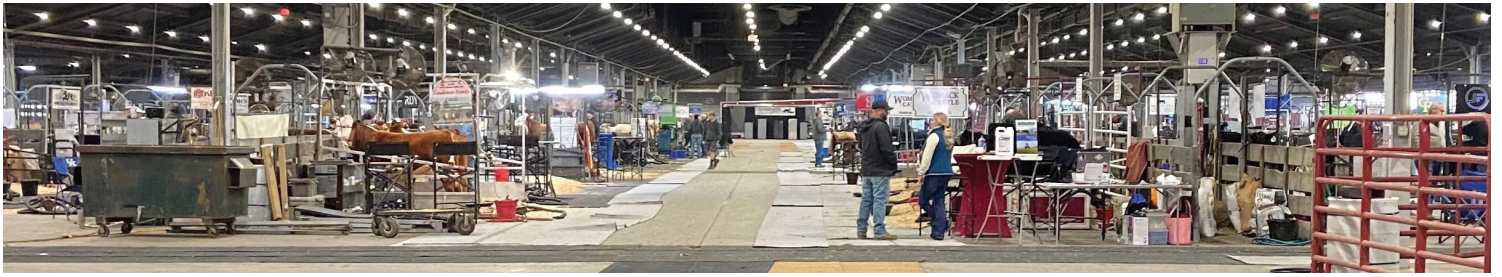
CURBSIDE KITCHENETTE

5TH

MOST BURGERS SOLD

4800

Old Hickory BBQ



KENTUCKY BEEF EXPO

Mar 1 – Mar 3 – Thirty-five vendors set up at the Kentucky Beef Expo. KBC was able to interact with a large number of beef producers to discuss the checkoff and distribute recipes, cuts sheets, pens, stickers, license plates, information packets for Beef Solutions, KCA membership forms, cards for the Local Beef Directory, and more.



DAVIESS COUNTY PRODUCER DINNER DURING BURGER WEEK

Mar 5 – With help from Daniel Hayden, KBC was able to bring together 20+ Daviess County Producers for a dinner at The Miller House in Owensboro. This is the second year we were able to host this function. KBC staff in attendance explained their various roles, explained our contribution during burger week, and provided a small thank-you gift to all. Our group alone enjoyed 40 burgers that evening!



UPDATED BEEF. IT'S WHAT'S FOR DINNER FARM SIGNS

A few new options have been created for the 8 X 4 BIWFD farm signs. Options with order form will run in the April edition of Cow Country News.

