

students remain learning on virtual platforms.

The 2021 partnership includes an expanded Beef Education, teacher Professional Development event that will take place in person this summer. Utilizing The YARDS Classroom, participating teacher will learn how to incorporate beef into their STEM curriculum. KBC is excited to grow our already popular Teacher PD program through this partnership!

NEBRASKA & KENTUCKY PRESENT

YOUTH MASTERS OF BEEF ADVOCACY

Gain tools and resources for being a beef advocate and become a strong ambassador for the beef community

Applications due Dec. 14


UNIVERSITY OF
Nebraska
Lincoln

EXTENSION





Youth Masters of Beef Advocacy
Building on a growing relationship with the University of Nebraska – Lincoln, the Youth Masters of Beef Advocacy seeks to engage and equip the next generation of Beef Advocates in the Bluegrass and the Cornhusker State. 44 students registered, 19 of which are from Kentucky.



Kentucky Cattlemen's Association
Published by Mackenzie Miller · December 9, 2020 ·

CALLING ALL YOUTH AGES 14-19! Applications are now open for the Youth Masters of Beef Advocacy Learning Cohort.

With NYBLS being canceled this year, University of Nebraska-Lincoln wanted to provide youth in Kentucky with another beef leadership opportunity.

Youth who join this statewide learning cohort will gain tools and resources for being a beef advocate, work as a group to become a strong ambassador for the beef community and be able to answer tough questions about beef and raising cattle. The group will meet initially on December 16th (on Zoom) to introduce the program, get to know their cohort and learn more about the beef industry as a whole. During the cohort timeframe, youth will complete the Masters of Beef Advocacy program online through National Cattlemen's Beef Association. In addition to completing the online program, youth will have the opportunity to continue discussion with their cohort through a series of discussion boards, additional learning resources and activities to help put what they learn into action. Youth will then log-in on January 6th for a celebration webinar to mark their completion of the program, learn more about beef in Nebraska and discuss careers in the beef industry.

Kentucky youth who participate in this program will receive a MBA Tool Box upon completion.

Applications due December 14th by 5:00pm CST.

Apply for this FREE program here:
https://ssp.qualtrics.com/jfe/form/SV_1S70H6JR0ZGAz8p



BEEF STARTS HERE SIGNS AVAILABLE
BEEF Starts in the Bluegrass, the largest beef producing state East of the Mississippi! We want to recognize all the great folks involved in the beef lifecycle.
BEEF STARTS HERE yard signs are available at no cost Kentucky beef farmers. Contact the KCA office to reserve yours today.



KENTUCKY

BEEF®

COUNCIL

2021 **KENTUCKY BEEF COUNCIL** SPRING UPDATE

PROMOTION
Make Every Bite Count: #HEARTHEALTHYBEEF
Did you know, there are more than 36 cuts of beef that meet the US guidelines for lean? An easy tip for finding lean cuts is to look for the terms “round” or “loin”. Beef is an excellent protein for strength, at

every stage in life, from the womb to a wise old age. Beef is a nutrient dense protein that is an excellent source of choline, iron, zinc and B12. Beef is a food for strength. Through the first quarter of 2021 KBC is highlighting not only Beef’s great taste, but also Beef’s nutrient dense profile that makes it a powerful protein to fuel our bodies!

Kentucky Team Beef
To show how beef fits into a healthy diet, KBC coordinates KY Team Beef. The 2021 season launched in January a. To date, twenty-nine runners have joined the team. New this season, Team Beef will be open to cyclist. As part of their membership, participants must complete an orientation scavenger hunt of kybeef.com and beefitswhatsfordinner.com to better understand beef from pasture to plate.

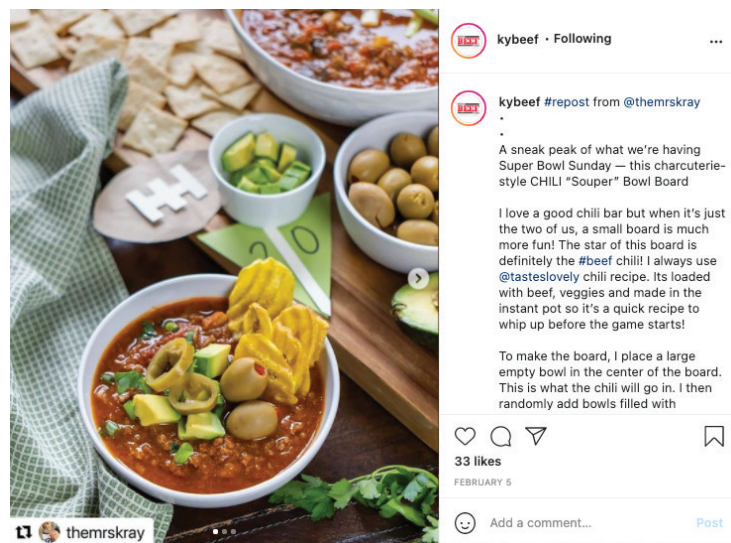
Team member, Nichole of Nicholasville said, “That was so fun. I learned a lot about cattle.”
Seven of the 29 have received their Masters of Beef Advocacy certificate. Members can earn race fee reimbursement by participating in educational events such as our virtual cooking classes, online presentations, etc. and running/cycling in KY Team Beef-approved races. Be on the look out for Team Beef members in you neighborhood. Enrollment is open through May 30 by registering at <https://www.kybeef.com/health-wellness/team-beef/application>.



RECIPES TO

FUEL YOUR DAY





The winning recipe will be featured in Louisville area Kroger stores, on the Kentucky Derby Festival website, and at kybeef.com. The winner will also receive a prize pack from KBC.

Social Media Influencers

Our goal is to keep beef top of mind. A solid, diverse social media presence continues to be a lower cost, effective way of keeping beef in the news feed for consumers. In January through March, KBC worked with two influencers, Rachel, @Rachelshelthylplate and Karen, @MrsKRay, to create five different posts with a combined reach of over 267,000 consumers with 1,184 likes and 99 comments. Winter stews, beefy Super Bowl snacks, and tender Valentine's Day dishes were a few highlights through these posts.



Nutrition Influencers and Health Professional Engagement

In 2021 KBC will sponsored the Kentucky Academy of Nutrition and Dietetics (KAND) annual conference on March 18th. Held virtually, the conference was recorded and includes 6 webinars that will be utilized monthly throughout the year, providing a consistent presence in the KAND community of professionals in 2021.

KBC's partnership with KAND includes: a year of online digital, video advertising during the conference, 2 beef centric email blasts and print ads in the KAND newsletter.

Participants in the conference also received beef swag boxes full of beef production facts, recipes, spices and beef nutritional information

KBC Sponsored Health Webinar - The Role of Beef, Protein and Exercise

Join Registered Dietitian, Dr. Chris Mohr, as he talks about the importance of nutrition - and specifically protein, as part of your



training. Dr. Mohr is the former consulting Sports Nutritionist for the Cincinnati Bengals and University of Massachusetts. Dr. Mohr will discuss the fantastic nature of Beef as a nutrient dense source of protein. He'll also share protein guidelines, additional quality sources of protein along with some ideas for inclusion into your daily diet and why it matters. Work out at home with Chris on April 6th, as he shares these tips and exercises he utilizes in his own workout program! Follow this link to register: <https://www.surveymonkey.com/r/RoleofBeefProteinExercise> Tuesday, April 6 from 7-8 PM ET.

EDUCATION

Virtual Cooking Classes: Connecting with Consumers

We're pivoting to meet consumers where they are. In 2021 KBC has held three Virtual Cooking Classes, giving beef loving Kentuckians the opportunity to connect with professional Chefs; Josh Moore and Ouita Michel, and Registered Dietician Janine Faber. From the comforts of their own kitchen 75 participants have experienced memorable moments with beef and unique recipes.

Join the fun on April 20th when Chef John Varanese of Varanese Restaurant in Louisville will talk beef and Derby



Kentucky Agriculture and Environment in the Classroom

KBC's long-standing partnership with KyAEC continues to grow and produce good results. The largest impact we've had through Covid-19 is sharing KBC's resource: Virtual Cash Cow learning program. KyAEC helped distribute and train teachers in 69 counties to use this program with their students. We hope this continues to grow in popularity as

