

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



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.

KENTUCKY TEAM BEEF

The 2021 season launched in January. 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 your neighborhood. Enrollment is open through May 30 by registering at <https://www.kybeef.com/health-wellness/team-beef/application>.

KENTUCKY BEEF COUNCIL

RECIPES TO

FUEL YOUR DAY



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.



kybeef · Following

kybeef #repost from @themskray

This one-skillet dish comes together in less than an hour from start to finish. The key, use a cut a #beef that doesn't need a long cooking time — like a sirloin. Once cut up into bite sized pieces and cooked down with veggies, it makes the perfect filling nestled under a blanket of flaky pie crust — it's LOVE in a skillet.

Swipe over for the recipe and be sure to check out kybeef.com for more recipes to share with your loved ones!

#KYBeef #beefitswhatsfordinner #SteakPotPie

4w

21 likes

FEBRUARY 19

Add a comment... Post



kybeef · Following

kybeef #repost from @rachelshealthyplate

I cannot think of a better winter dish than my Pressure Cooker Beef Stew. This stew tastes like it has simmered away all day but it's ready from start to finish in just 1 hour! This is an old-fashioned beef stew - tender, fall apart chunks of beef mixed with chunky vegetables in a rich, flavorful sauce.

It's the ultimate comfort food - and full of healthy, hearty ingredients! A 3oz serving of cooked beef provides 25g of powerful protein and 10 essential nutrients to keep you fueled, and the veggies add even more nutrients and plenty of fiber. This dish has all you

27 likes

FEBRUARY 8

Add a comment... Post



kybeef · Following

kybeef #repost from @themskray

A sneak peak of what we're having Super Bowl Sunday — this charcuterie-style CHILI "Souper" Bowl Board

I love a good chili bar but when it's just the two of us, a small board is much more fun! The star of this board is definitely the #beef chili! I always use @tasteslovely chili recipe. Its loaded with beef, veggies and made in the instant pot so it's a quick recipe to whip up before the game starts!

To make the board, I place a large empty bowl in the center of the board. This is what the chili will go in. I then randomly add bowls filled with

33 likes

FEBRUARY 5

Add a comment... Post

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, @Rachelshealthyplate 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



Digital Advertising – “Start the New Year Off Right...With BEEF!”

Spreading positive beef messaging over a variety of advertising pathways is a key to reaching consumers where they are. In late January, KBC partnered with WAVE 3 and Gray Digital Media to hit the email inboxes of 94,000 consumers. The results were exceptional! With an open rate of 16.51% KBC's email-blast open rate was nearly 7 percentage points higher than the average.

Focusing on Beef as a food for strength, consumers were drawn to follow links within the email landing them at kybeef.com for all things beef. KBC will utilize email-blasts in partnership with WKYT and WAVE3 throughout the year.

Burger Week Wins

KBC is proud to sponsor Burger Week promotions in Louisville, Lexington and now Owensboro! In 2020, although delayed, Burger Weeks were a great success and a needed boost for foodservice. Here's the numbers for the 2020 promotions:

Louisville (Aug. 10th - 16th) = 50,000 Burger Sold

Lexington (Sept. 21st – 27th) = 100,000 Burgers Sold

Owensboro (Mar. 2nd – 6th, 2021) 11,606 Burgers Sold Combined Gross Sales of \$969,636

We look forward to Lexington & Louisville Burger Weeks returning for 2021 and Owensboro in 2022!

Derby Burger

In partnership with Kentucky Derby Festival, KBC is sponsoring the 2021 Derby Burger Challenge. The field is set, with recipe submissions closed for the running of the 2021 Derby Burger Challenge! Online voting takes place March 15th -28th at discover.kdf.org/derbyburgerchallenge.

