



## 2021 **KENTUCKY BEEF COUNCIL** SUMMER UPDATE



### Summer grilling has officially begun!

**Beef Starts Here** in the Bluegrass state, with healthy herds, farm families and tasty traditions. We're excited to continue celebrating our 38,000 beef farmers across the Commonwealth! Be on the lookout for our television commercials, digital ads, social media posts and events! Follow us on Facebook and Instagram or check out [www.kybeef.com](http://www.kybeef.com) for mouthwatering beef recipes.

### PROMOTION

#### WKYT Summer Grill Series

As part of a paid partnership, WKYT will air three segments each week (Tuesday, Thursdays, and Saturdays at 10:30 AM ET) from now until



Labor Day with their anchors showing viewers how to create delicious beef dishes that scream summer grilling.

### Derby Burger

**Brian Capps** of Louisville was crowned the 2021 Derby Burger Challenge winner with his **Bourbon Blueberry & Brie Bacon Cheeseburger** recipe. Inspired by a special grilled cheese made for his wife, Capps' burger features an all-beef patty topped with creamy brie cheese, thick-cut bacon, a blueberry bourbon sauce, and arugula. Over 11,000 online voters took part in crowning this year's champion. The recipe was featured in 21 Louisville-area Kroger stores April 21st – Derby Weekend and was a featured dish at 80/20 @ Kaelin's



restaurant in Louisville.



### Influencer Content –Summer Grilling Social Media Content

KBC continues to have monthly social media presence to keep beef top of mind. In May, KBC worked influencer, Rachel of [@rachelshealthyplate](#), who has a following of 108K to create an



Instagram post showing how to create a delicious Grilled Steak and Veggie Pita featuring Flank Steak. The post received 349 likes and 30 comments.

KBC also partnered with Karen [@themrskray](#), who has a following of 24K, to create Philly Cheesesteak Kabobs that showcased top sirloin. With this post we reached 1.8K with 15 comments and 6 shares.

### EDUCATION

#### State FFA Convention/Camp

This year KCA/KBC is a presenting sponsor for KY State FFA convention. Through our sponsorship we are helping provide the leadership workshops that will be offered virtually to attendees. We are also sponsoring the Beef Production Entrepreneurship Proficiency and the Junior Chapter Meeting team contest. These



are all areas that will lead to building future beef producers and KCA members. If you tune in to watch the convention, there will be 2 video messages circulating from KCA as well as print messaging for the in-person activities.

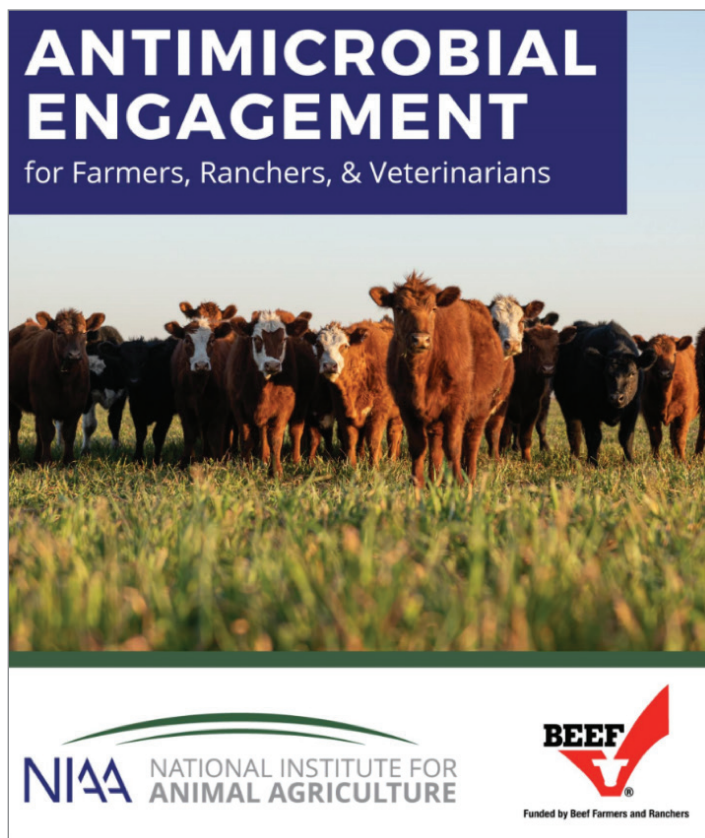
For the first time this year KBC will providing KY Cattlemen's Ground Beef burgers for KY FFA Camp over the numerous sessions this summer. We are excited to continue our support for building future beef leaders and advocates.

### Supply Chain Education





On May 7, KBC hosted an in-person Beef University training with Bluegrass Hospitality Group management. Five attendees learned about beef from pasture to plate. Through a series of tastings, the group also learned about the difference between taste and flavor and how umami, which means meaty or savory, plays a key role in beef's mouthwatering flavor!



### National Institute for Animal Agriculture Beef Producer Training and Social Toolkit

May 5th was not only Cinco de Mayo, three of Kentucky's Top Beef Advocates traveled to Lexington for an engaging virtual training on communicating antimicrobial stewardship on the farm to consumers/influencers. Joe Lowe, Danielle Harmon and Sam Brown were a part of the round table discussion on how to face hard topics head on with consumers in mind. Engaging with other beef advocates from multiple states, Center for Disease Control and Outbreak as well as NIAA staff. The session ended with unveiling of the newest social media training manual geared to beef producers sharing their antimicrobial stewardship insight

### Virtual Beef Cooking Class – Grilling by Feel with BBQ Buddha



On Tuesday, May 25, 11 participants join **Chris Sussman**, better known as **BBQ Buddha**, to learn the basics of grilling. As a cookbook author and famed Instagrammer, Chris led the class through the ins and outs of grilling charcoal-style while showcasing two great cuts of beef – the Flank Steak and the Tri-Tip. This class was a great way to end Beef

Month and kickoff the summer grilling season!

For our June Virtual Cooking Class, we have teamed up with Eat Y'all to present a Virtual Cooking Class on Tuesday, June 1 at 7 pm Central/ 8 pm Eastern time featuring Chef Paco Garcia of Foko, who will be showing us how to create a Steak Torta & Crispy Potatoes.

### BEEF MONTH

To celebrate National Beef Month and remind consumers that “Beef Starts Here”, KBC staff recreated three delicious beef dishes that featured a Grilled Steak Board, Bourbon Blueberry & Brie Bacon Cheeseburger, and Grilled Beef Summer Squash & Onion Salad on stations in Lexington (WLEX and WKYT), Louisville (WAVE), and Bowling Green (WBKO). Additionally, KBC hosted a Beef Month Celebration with Hinton Mills in Fleming County. During the event, area farmers and KBC staff talked all about beef on 5 different radio stations and 1 YouTube channel. Hinton Mills also teamed up with KBC to provide a grilling give-away package for SAVE-A-LOTS in Cynthiana and Flemingsburg as well as the Ken's Fresh Foods in Flemingsburg. The promotion also included \$1.00 coupon for fresh beef and coupon for a propane refill. The give-a-way generated at least 600 entries.



Influencer Engagement. KBC worked with social media influencers, Certified Celebrator, Rachel's Healthy Plate, and The Mrs KRay (total following of 220K), to create tasty, summertime recipes that feature beef as the king of the plate. These posts generated a total engagement of 2,656 likes and 77 comments at a **cost of 1 cent per reach!**

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author and famed Instagrammer, Chris led the class through the ins and outs of grilling charcoal-style while showcasing two great cuts of beef – the Flank Steak and the Tri-Tip. This class was a great addition to Beef Month and kickoff the summer grilling season! With a following of 103K, **BBQ Buddha** is an outstanding Beef Advocate!

iHeart Radio Campaign: If you enjoy listening to **98.1 The BULL** you may have been counted as an “impression” for our Beef Month radio campaign. At a cost of 1.4 cents per impression we reached over 580K Kentucky consumers with the positive message that; “Beef Starts Here, in the Bluegrass with healthy herds, farm families and tasty traditions.”

The Warren County Farm and Home Show provided a great platform for KBC to film five segments with Joanna Coles from Warren County Extension for their Farm and Home Show highlighting beef recipes, our Beef Month grand prize giveaway, and grilling tips and tricks. Check out the segments on YouTube at the Warren County Agriculture’s page.

WAVE 3 Listens Live. Through a paid partnership with WAVE TV in Louisville, KBC showcased the Beef Month feature recipes during one of four Listens Live appearances with John Bowle. Engaging with the mid-day television audience in the Louisville market, this partnership leverages the WAVE viewing audience. We’ll be bragging on beef once again during the State Fair as we will broadcast live from the Beef Council booth on Friday, August 20th.

### Teamwork Keeps Beef Top of Mind in Local Communities

KBC staff attended the 2nd annual **Madison County Beef Day** at the Ag Credit office in Richmond celebrating beef farm families in Madison County. The Madison County Cattlemen’s Association handed out 600 burgers during the drive-thru event while KBC provided each family in attendance a goodie bag containing our Beef Month feature recipes, spice packets, beef cuts information and additional educational materials about Kentucky’s beef industry. In addition, KBC supported similar Beef Month events in Bath, Bracken, Casey, Pulaski and Shelby. Thank you to all the wonderful County leaders who keep Beef top of mind in their communities!

Beef Month doesn’t happen without the grassroots efforts of our cattlemen and women in their own communities. KBC had the privilege to be a part of numerous celebrations across the state. Many local associations’ works alongside industry partners to promote beef in big ways such as drive thru events like the one in Madison County and customer appreciation lunches held at Stockyards. With the lifting of gathering limits many counties hosted local cooking events with major community turnouts. When they say beef brings people together there’s no doubting that when 1200+ people show up

for a great burger! Within the beef community many of our auction markets hosted events to celebrate the occasion with the emphasis on thanking the cattle families behind the great tasting protein. KBC was able to attend those events in Lexington, Maysville and Mt Sterling. In addition, KBC joined President Chris Cooper and Vice President Cary King at the Casey County Cattlemen’s Association spring meeting and Heifer sale.

### Proclaiming and Celebrating Beef Month in the Bluegrass

Beef Month 2021 was proclaimed and celebrated in excellent fashion during the month of May. Governor Andy Beshear proclaimed May as Beef Month in Kentucky from the Capitol rotunda on May 10th. Governor Beshear voiced overwhelming support for Kentucky beef producers and stressed the important role the beef industry plays in Kentucky’s economy. Joined by KCA President Chris Cooper and KBC Chairman Joe Lowe, the annual Beef Month proclamation was signed and read by the Governor, who was presented with an excellent selection of steaks on a silver platter to commemorate the event.

The Celebration continued at the Kentucky Department of Agriculture, as the Beef Council and the Franklin County Cattlemen’s Association showed appreciation to the entire staff at KDA, providing cheeseburgers for lunch hot off the grill! Commissioner Ryan Quarles surprised everyone with a tasting of smoked brisket he’d prepared for the event. Commissioner Quarles, highlighted the value of Kentucky’s beef producing farm families and the opportunities for growth in local and regional beef processing in the state.

