

KY State Fair



Kentucky State Fair 2018 provided an opportunity to communicate the benefits of beef to attendees. State Fair is the largest consumer facing event of the year

with a total of 614,470 attendees over the eleven day period. Therefore, KBC takes great pride in sharing the story of beef and promoting beef as the top protein source. One of the changes made by the agricultural community was to bring Ag Land to life at the fair. Along with other state agricultural groups, a space was created to spotlight the importance of agriculture in Kentucky as well as its products. KBC was a major contributor, and was able to reach thousands of visitors at our interactive booth. Visitors left with a cookbook and nutritional and sustainability information. As usual, the Gourmet Garden was a show stopper; KBC hosts several live cooking segments that fill the seats each year.

Retail Promotions



KBC hosted a meat department incentive, the Beef Challenge, with 95 stores in the Kroger Louisville Division during the month of December. The

incentive focused on increasing sales of thin meat, cube steak and stew beef by 15 percent over the prior year. The promotion was enhanced by internal email posts and videos offering associates tips they could share with shoppers, brochures, in-store announcements, and social media posts. Meat departments created additional store displays featuring thin meats, but maintained normal retail promotions. In the end, the stores achieved a 42 percent increase in tonnage on the three items (32,000 pounds each) with a total over 100,000 pounds sold. While stew beef carried the most weight, cube steak had the highest increase. The incentive allowed meat associates to reach new customers, giving them confidence to try something new, aided by the resources shared at the store on cooking beef. In addition, stores were provided Holiday Roasting brochures that assisted in getting additional sales by engaging customers on holiday-related roasts. It was also enhanced by a Holiday Roasting Beefy Video on Kroger's Facebook. The post received over 53,000 views, 57 comments, and 871 likes.

Burger Weeks



July has become burger mayhem for the KBC as we have partnered with local publishing companies to be the presenting sponsor of burger weeks in Lexington and Louisville. In its

4th year, Lexington Burger Week featured 50 restaurants selling over 110,000 unique burgers from July 9th – 15th. Louisville hosted its 2nd Burger Week in 2018 selling over 10,000 burgers featured in 25 restaurants throughout the city. Patrons for each event tracked their burger conquests by way of a passport, receiving a stamp for each burger purchase.



KBC Executive Committee

President.....	Tim White
President Elect.....	Steve Dunning
Vice President.....	Chris Cooper
Secretary Treasurer	Ken Adams
Past President	Bobby Foree
Association Chairman	Jeff Pettit
Beef Council Chair	Andy Bishop
Beef Network Chair	Cary King
Region 1 Vice President.....	Daniel Hayden
Region 2 Vice President.....	Joe Lowe
Region 3 Vice President.....	Nathan Lawson
Region 4 Vice President.....	Jeremy Jones
Region 5 Vice President.....	Phillip Reese
University of Kentucky	Dr. Richard Coffey

Kentucky Beef Council

Fiscal Year 2018

Income & Expenditure Statement

CHECKOFF REVENUE	
Checkoff Income	\$1,470,482
State Transfers	(\$94,034)
National Funds	(\$644,166)
Total Income	\$732,282
CHECKOFF EXPENSES	
Promotion	\$245,017
Consumer Information	\$87,973
Research.....	\$102
Industry Information.....	\$16,946
Producer Communication	\$57,672
Administrations	\$132,222
Total Expenses	\$539,932



2018 Kentucky Beef Council Annual Report

Building beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership.

Dear Fellow Cattlemen,

It has been my privilege to serve as your Kentucky Beef Council chairman. Before becoming chairman I knew the importance of the checkoff program, but after my involvement in the planning and execution of events, I see the true influence and dedication required. Burger Weeks, support for educating consumers in high population areas, a Kroger dietician partnership, consumer campaigns, media tour to promote beef month, and beef-focused professional development for educators are just a few of the important projects utilizing Beef Checkoff funds on behalf of Kentucky producers.

The Kentucky Beef Council is always striving to promote beef as the top protein source and encourage new and exciting avenues to market beef to the consumer on behalf of all cattlemen and cattlemen across the Commonwealth. It is using a variety of media forms, partnerships and events to most effectively use the beef checkoff. If you have any ideas you would like to share, please contact the Beef Council staff.

Lastly, I would like to thank the entire Kentucky Beef Council staff for their guidance and passion to keep beef at the center of the plate. The Beef Council is continuing to thrive and I feel honored to serve as your Chairman. Please contact me if I may be of any assistance.

Andy Bishop

Northeast Beef Promotion Initiative



The Kentucky Beef Council (KBC) partnered with the Northeast Beef Promotion Initiative to expand Kentucky's impact on influencer and consumer outreach. In total, Kentucky sent \$53,334 to be invested in exposing consumers to new ways to incorporate beef into their diets, positioning beef as the top protein source, and sharing the story of the people behind beef to consumers in large population areas. Two events were held in the Northeastern United States during the "Big E", an event comparable to our State Fair, with cooking demonstrations and the NBC4 Health and Fitness Expo.

Beef Month



The 2018 Beef Month media tour was all about celebrating beef while giving back to our local communities with the first #BeefMonthGivesBack campaign. KBC partnered with Wildcat Wearhouse to design Beef, Bourbon, and Bluegrass t-shirts with 50 percent of the proceeds donated to food banks

across the state. Through this and county donations, 41,970 total meals were provided to families in need throughout the Commonwealth. KBC staff hosted eight sampling events to celebrate Beef Month in Kentucky, as well as worked with media outlets for radio and TV coverage during May.

continued on the back page



Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its *Beef. It’s What’s For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion’s added direction compliments the broader messages within the *Beef. It’s What’s For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry’s upgraded website and is being broadly promoted digitally. Let’s face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what’s for dinner.

Yours truly,

Dawn Caldwell

Dawn Caldwell
Edgar, Nebraska
Chairman, Federation of State Beef Councils



Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It’s What’s For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff’s *BeefItsWhatsForDinner.com* website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It’s What’s For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advise found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff’s new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It’s the first time *BeefItsWhatsForDinner.com* has promoted both the product and the people who produce it, a story focused on promoting beef’s greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can’t be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states’ consumers about beef’s many benefits. Of special interest has been the campaign’s Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

It’s important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That’s part of the Rethink the Ranch message. It’s why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen’s Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to www.beefresearch.org.

BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen’s affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

Producers Telling Their Stories

The Raising Beef section of the new *Beef. It’s What’s For Dinner.* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

Expanding International Beef Demand

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018’s first half included Japan (\$1.02 billion – up 12 percent from last year’s pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

Cattlemen’s Beef Board Fiscal Year 2018 Expenditures

Promotion	\$9,225,692
Research	\$8,042,093
Consumer Information	\$7,345,798
Industry Information	\$3,560,607
Foreign Marketing	\$7,640,567
Producer Communications	\$1,179,898
Evaluation	\$230,795
Program Development	\$295,075
USDA Oversight	\$601,681
Administration	\$1,811,956
TOTAL EXPENSES	\$39,934,161

Audited Numbers

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That’s 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.