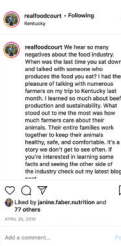
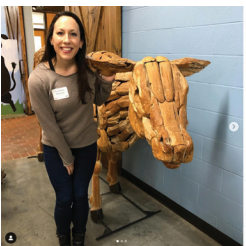


BIWFD Pop-Up Louisville

To reach food influencers, NCBA and KBC created a Restaurant Pop-Up in Louisville, Ky. For the night of August 26 only, invited food influencers had the opportunity to enjoy a multi-course dinner at local Louisville chef Joshua Moore’s farm. Guests enjoyed a beef & bourbon tasting and a pasture to plate panel with beef farmers and ranchers before dinner. At dinner, guests enjoyed a special five-course meal of beefy versions of Italian inspired favorites, including a Beef Tallow Chocolate Cake with Bourbon Salted Caramel Sauce that is served at Chef Moore’s restaurant, Volare. A total of 19 food influencers attended the pop-up event, resulting in over 30 messages reaching over 775,000 were shared about the pop-up event from influencers through social media.

Beef Is Raising  
The Steaks at the Y.A.R.D.S.



The beef community opened its doors by sharing the positive beef message to a variety of influencers, offering them a glimpse into today’s beef production story. On March 20-21, sixteen professionals from the Northeast and Kentucky embarked on a tour across the Kentucky landscape, focusing on the improvements made to beef’s sustainability. The Northeast Beef Promotion Initiative, a contractor to the beef checkoff, partnered with the Kentucky Beef Council to offer a 2-day educational experience in the heart of Kentucky. Attendees attended a hands on afternoon with Master Butcher, Karlu Underly of Range Partners, Inc., followed by a food photography session with Theresa Stanley. In true Kentucky fashion, the group had a steak dinner at Malone’s and a tour of Town Branch Distillery located on the Lexington Bourbon Trail. The second day of the event focused more on production and sustainability, featuring Dr. Sarah Place, The YARDS and Eden Shale Farm.

Supply Chain Education

One of the biggest assets KBC has to offer supply chain partners is education. In February, KBC hosted a Meat Up event at Sullivan University’s Center for Hospitality Studies in Lexington where culinary students and restaurateurs came together to learn about beef trends, value cuts, and sampled up-and-coming beef cuts from experts in their field. Throughout the year, KBC hosted three trainings with waitstaff to provide them with key beef information that they can use to sell more beef. Additionally, KBC teamed up with culinary students from Sullivan to explore the conversion of muscle to meat and where each specific cut is located. KBC also attended the Kentucky Restaurant Association’s Day at the Races where they sampled beef appetizers and shared resources KBC has to offer to restaurants and restaurateurs.

Digital Advertising



KBC staff has utilized the Nicely Done, Beef. Campaign graphics to provide positive messages to consumers. Using a variety of messages and themes, we are able to stay relevant with consumers and the events on the forefronts of minds. Over the 2019 year, over 7 million views of beef content was experienced by consumers. Ads were focused on older millennial women, those who most commonly make the buying decisions at the grocery store. To share our message we utilized broadcast television, social media ads, programmatic ads on websites and Google as well as Spotify and YouTube. It has been projected the average time spent on social networks per person is over 130 minutes per day, and we want beef to have a presence on those platforms. Blending recipes, facts about beef production and cooking tips, we were able to engage multiple different groups of people and spark conversation about beef.

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	
FY 18 INCOME & EXPENDITURE STATEMENT	
CHECKOFF REVENUE	
Checkoff Income .....	\$1,391,121.88
State Transfers .....	(\$116,741)
National Funds .....	(\$725,649.51)
Total Income .....	\$550,285.68
CHECKOFF EXPENSES	
Promotion .....	\$357,604.06
Consumer Information.....	\$77,333.23
Research .....	\$1,205.24
Industry Information.....	\$25,399.13
Producer Communication.....	\$58,481.25
Administrations.....	\$159,038.05
Total Expenses .....	\$679,060.96



Kentucky Beef Council 2019 Annual Report

Dear Fellow Cattlemen,

As I enter my third year as Kentucky Beef Council chairman, I can truly say it has been a privilege. I have experienced the scope of our checkoff through events ranging from farm immersion tours and National Symposiums to in-store, direct to consumer sampling. Burger Weeks, Beef Month, Influencer Tours, Dietitian partnerships, urban consumer campaigns, 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 constantly seeking new and exciting ways to market beef to consumers on behalf of all cattlemen and cattlemen across the Commonwealth. We are using partnered promotions, digital marketing, and educational opportunities to connect people to where their beef comes from and the benefits they receive from consuming beef. The Beef Council works to serve as the collective voice for the beef industry to consumers, providing the truth behind beef production. 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.

Kentucky Team Beef



Kentucky Team Beef, KBC’s running team that promotes beef, completed its year with 32 members running 5Ks, 10Ks, 15Ks, Half Marathons, Marathons, and Ragnar Relay (200ish miles) races, volunteering at beef events, and attending educational sessions. Four of the members even earned their Masters of Beef Advocacy (MBA), which is an intensive all-things beef advocacy program. The team helped to spread the word about beef while showing how they utilize it to build their strength and maintain muscle plus stay satisfied. Throughout the year, members received a newsletter highlighting cooking methods, recipes, and hot topics.

Health Professionals Outreach



Janine Faber, RD has been an asset in creating connections with local nutrition and dietetic groups as well as provide a professional to the table when we talk about beef as a protein. Janine has filmed a 3-part tv series for a local station outlining beefs nutrition and strength, how to utilize Chuck Knows Beef and a cooking tips. In addition, she was the keynote speaker at the Louisville Academy of Nutrition and Dietetics annual meeting luncheon. Many dietetic programs from local Universities have reached out and are interested in farm tours, cooking demos and media trainings themed around beef for their students in 2020.





Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it’s just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we’re able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we’re on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities’ profitability. That’s technology we can take to the bank.

Yours truly,

Laurie L. Munns

Laurie Munns  
Hansel Valley, Utah  
Chairman, Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff’s *Beef. It’s What’s For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated *www.BeeffltsWhatsForDinner.com* digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that’s just the beginning of the Beef Checkoff’s technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the *BeeffltsWhatsForDinner.com* website.

Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the *BeeffltsWhatsForDinner.com* website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new “Keep Sizzlin” collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking,

stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers *BeeffltsWhatsForDinner.com*, where they learn to prepare the perfect beef meal.

New videos utilize the “Nicely done, beef” slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef’s swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.



*Beef. It’s What’s For Dinner.* has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary

experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It’s What’s For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It’s What’s For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program’s greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It’s What’s For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It’s What’s For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient

option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand



Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year’s growth was driven by South Korea

and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today’s marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

Cattlemen's Beef Board  
Fiscal Year 2019 Expenditures

Promotion. . . . .	\$10,580,409
Research . . . . .	\$9,891,043
Consumer Information . . . . .	\$7,571,245
Industry Information . . . . .	\$3,357,876
Foreign Marketing . . . . .	\$8,347,484
Producer Communications . . . . .	\$1,637,234
Evaluation . . . . .	\$158,875
Program Development . . . . .	\$435,772
USDA Oversight . . . . .	\$596,367
Administration . . . . .	\$1,729,852
TOTAL EXPENSES . . . . .	\$44,306,15

Unaudited Numbers