

Virtual Concert Benefits Feeding KY!



artist and Kentucky native Dillon Carmichael. Kentucky beef producer video highlights were featured during the concert as well as beef promotional content. A virtual *Tip Jar* was provided for viewers to donate to Feeding Kentucky, with funds being used to purchase beef for Kentucky’s food banks.

Chicory E-Commerce Promotion

KBC joined with NCBA and 11 other state beef councils, shoppers for beef, competitive proteins, and complimentary recipes/products with **in-recipe ads** in order to drive beef sales via **Click-to-Cart Digital Shopping** with Kroger and Walmart. Nationally, a total of 9,834,252 impressions and 18,998 total clicks, which was a click-through-rate (CTR) of 0.19%, were made throughout the campaign. KY specifically saw a total of 357,801 impressions (people seeing the ads), and 765 total clicks to Kroger or Walmart, which resulted in a CTR of 0.22% exceeding the benchmark of 0.15%. The orders-to-basket data will be available in December.

Team Beef



members logged 152 miles participating in virtual running events.

Kentucky Top Beef Advocates

2020 found consumers spending more time at home, scrolling through social media and looking for positive news. To better engage with them, KBC turned to State Top Beef Advocates who frequently shared their stories from the farm and kitchen. Top Advocate and KCA Exec. Committee member Joe K. Lowe made national headlines responding to USA Today on the impact of Covid-19 on the Beef Industry. [‘Cows will need bred’: Coronavirus is hitting the meat industry all the way up to animal breeders](#)

Top Beef Advocate, Danielle Harmon shared her story of raising cattle, cooking beef and using beef as a staple in a healthy diet. During Beef Month Danielle created positive beef messaging each day on her social media platforms highlighting her fitness journey as a participant in the *Body by Beef Challenge*.

Danielle represents a growing number of female farmers in Kentucky agriculture, with nearly 25% of all Kentucky farms operated by women. We’re proud to have this Bath County cattlemwoman as a part of the KBC Top Advocate team!

Supply Chain Education



Magazine. KBC’s growing relationships with Sullivan provides an excellent opportunity to help equip and network with some of Kentucky’s and the nation’s best and brightest culinary students.

2020 KBC EXECUTIVE COMMITTEE

President	Steve Dunning
President Elect	Chris Cooper
Vice President.....	Cary King
Secretary Treasurer	Ken Adams
Past President	Tim White
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.....	Danny Cooper
Region 4 Vice President.....	Randy Warner
Region 5 Vice President.....	Phillip Reese
University of Kentucky	Dr. Richard Coffey

KENTUCKY BEEF COUNCIL

FY20 INCOME & EXPENDITURE STATEMENT

Income	
Checkoff Income	1,455,553
State Transfers	(151,819)
Cattlemen’s Beef Board Funds	(645,617)
Interest Income	6,129
Total Income	664,246
Program Expenses	
Promotion	446,150
Consumer Information	43,414
Research	1,735
Industry Information	26,512
Producer Communication	44,775
Administration	128,750
Total Expenses	\$691,337
Net Income (Loss)	(27,091)



Kentucky Beef Council 2020 Annual Report

Dear Fellow Cattlemen,

As I enter my final year as Kentucky Beef Council chairman, I can truly say it has been a privilege to serve Kentucky’s beef producers in this role. The work of our beef checkoff is so important. From farm immersion tours, National Symposiums, consumer samplings, promotion and education efforts, Burger Weeks, Beef Month, Influencer Tours, Dietitian partnerships, foodservice trainings, and retail promotions the beef checkoff is moving the needle on beef demand and consumption.

The Kentucky Beef Council is constantly seeking new and exciting ways to market beef to consumers on behalf of all cattlemen and cattlemwomen across the Commonwealth. We are using partnered promotions, digital marketing, and educational opportunities to connect people to where their beef comes from, the great taste of beef and the benefits of beef as a protein. 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.

Sincerely,

Andy Bishop

Key Opinion Leaders



Kentucky Beef Council, was on hand to present to attendees on recent research on the inclusion of lean beef in a healthy diet, the Mediterranean Diet and heart health. Participants enjoyed beef as the main course during this lunch hour presentation. On Saturday, Matt and Amanda Gajdzik of Mulberry Orchard hosted 13 family physicians on a tour of their beef farm and orchard. Attendees also heard from their veterinarian, Dr. Melissa Mitchell, on herd health and antibiotic stewardship in beef production.

Influencer Engagement

Throughout FY2021 KBC shared our beef community with some key opinion leaders and influencers. Top of the Class Beef Advocate, Joe Lowe, hosted the **@CertifiedCelebrator** founder Brittany Young, and three of her team members on his farm. During their visit, the ladies learned how Joe cares for his cattle. They also heard from Joe’s veterinarian, Dr. Rogers, and learned about his role in herd health. KBC provided



followers. Certified Celebrator created an Italian Beef Sandwich post which received 578 likes and 12 comments. **Rachel @rachelshealthyplate** wowed her followers with an Italian Beef Vegetable Soup recipe in late September. Rachel has **110K followers** and this particular post generated over **20,000 impressions, 413 likes and 20 comments.**

KBC also launched a two-week social media campaign with **Courtney Ferreira**, dietitian and personal trainer, of **@RealFoodCourt** on Instagram and Facebook to promote the Back-to-School Challenge. KBC shared six free, family-friendly workouts with video to follow along plus two weeks’ worth of lunch and dinner meal plans so followers could easily feed their kids and themselves nourishing meals with minimal effort. The campaign generated a reach of 8,620 with 165 engagements on Facebook and reached 1,346 with 58 engagements on Instagram.

some beef selection and preparation tips along with quick and delicious beef recipes to help the **Certified Celebrator Team** create content they could share with their **62.7K Instagram and 119K Facebook**



Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

Our approach shows that together, there's little we can't accomplish to increase demand for beef.
Yours truly,

Willin & Wehr

Buck Wehrbein
Mead, Nebraska
Chairman, Federation of State Beef Councils



United We Steak

Summer wouldn't be summer without steaks on the grill. The Beef. It's What's For Dinner. brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a contractor to the Beef Checkoff, the effort encouraged families to unite in their love of beef. Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video was released on social media as well as through Connected TV and YouTube to showcase that beef farmers and ranchers keep beef on grills.

The campaign drove users to *BeefItsWhatsForDinner.com* or *UnitedWeSteak.com*, where they found a profile page for each state with state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts. The successful campaign generated more than 338 million impressions, including almost 90 million video views.

No Substitute for Beef



While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the Beef. It's What's For Dinner. brand conducted an online search campaign that served up a Beef. It's What's For Dinner. ad to consumers who Googled new plant-based burger options and linked them to *BeefItsWhatsForDinner.com* to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The Beef. It's What's For Dinner. brand continues to be active in protecting beef's number one protein position in both traditional and social media.

Dietary Guidelines



The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

BQA Continues Success



The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the early

1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

Responding in a Crisis



These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and education programs. To address

the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.

The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.



Cattlemen's Beef Board
Fiscal Year 2020 Expenditures

Promotion	\$10,206,858
Research	\$8,349,734
Consumer Information.	\$7,260,148
Industry Information.	\$3,392,835
Foreign Marketing	\$6,933,262
Producer Communications.	\$1,553,796
Program Evaluation	\$202,046
Program Development	\$388,847
USDA Oversight *.	\$761,214
Administration.	\$1,505,256
TOTAL EXPENSES	\$40,553,996

*Included in the USDA Oversight amount is approximately \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$161,000 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.

