

Kentucky Beef Council Board Meeting Update March, 2020

PROMOTION AND ADVERTISING

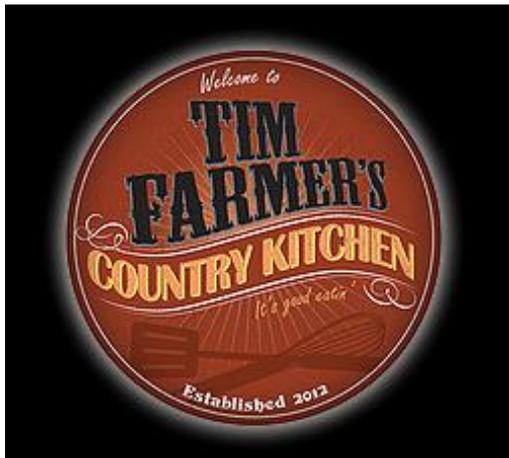
KBC continues to work to capture as much value as possible for our advertising and promotion dollars in the midst of challenging circumstances. With the cancellation of many large gatherings we are focusing on creative ways to promote beef's great taste and nutritional value as part of a great diet for health and immune system strength!

For now, consumer needs have changed, with more people purchasing at retail and preparing meals at home. Our goal is to bring them relevant content such as: recipes using ingredients in the kitchen, educational videos for students, cooking tips and tricks, and safe handling practices for beef. We will be hosting live videos to answer questions and address some of these issues on our social media platforms. Our videos have been performing very well online with over 7,000 people in the last week seeing our recipes and positive beef messaging.



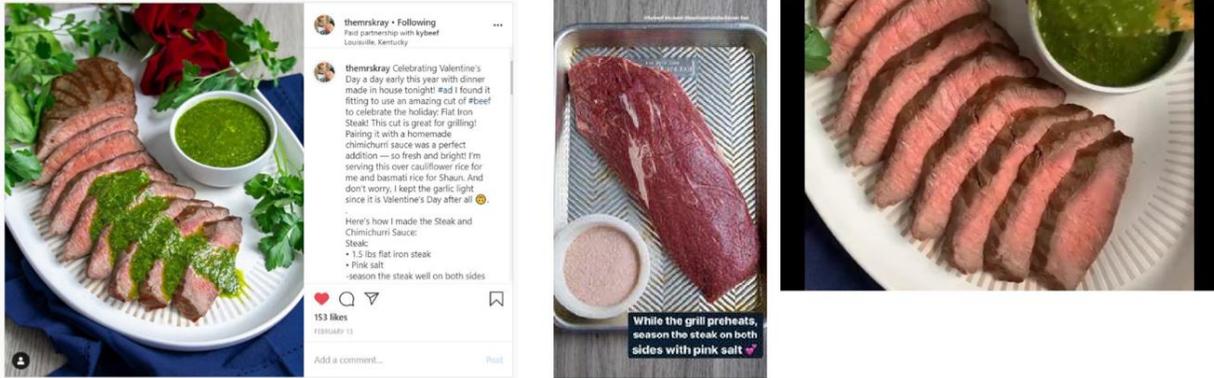
Big News!

We're excited to announce that we are working with one of Kentucky's favorite homegrown cooking shows, *Tim Farmer's Country Kitchen*! Tim is a proud beef supporter and advocate for Kentucky farm families. Tune in to Tim Farmer's Country Kitchen for great recipes and entertainment!



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Social Media Influencers



As part of the digital advertising campaign, KBC worked with 2060 to identify social media influencers who could further encourage our target audience of millennial parents to learn more about or purchase beef. For February, two influencers, @mrskray and @eatkentucky with a combined following of 39,906 made 2 posts and 4 stories on Instagram with an organic total reach of 10,886; 233 post likes; and 9 post comments. When the posts were promoted, the results were as follows: Impressions: 37,604; Reach: 34,257 (unique accounts that saw the posts/stories); Post Engagements (likes and comments): 33; Link Clicks (going to our website): 7.



Outside of 2060, KBC works with three influencers who post on blogs, Facebook, Pinterest, and Instagram: Rachel's Healthy Plate (Louisville), Mom4Real (Lexington), and Certified Celebrator (Bowling Green). In March, Rachel created a Mexican Shredded Beef which reached 23,198 accounts, made 31,200 impressions, had 563 likes, 20 comments, 7 shares, and 302 saves.

Watch for Certified Celebrator's post at the end of the month!

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Kentucky Team Beef



The 2020 KY Team Beef season has started and we currently have 12 members. Registration is open until May 31, 2020 and runners interested may apply at <https://www.kybeef.com/health-wellness/team-beef/application>. KY Team Beef is a group of running beef eaters commissioned to spread the word about the benefits of 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.

EDUCATION

In place of in person events, KBC staff is working to create educational videos and materials that will be sent out on our social platforms. We are also working with KY Ag in the Classroom to make sure existing materials are being promoted, working with other commodity groups to send digital materials to KDE to be dispersed to teachers and curriculum coordinators. The materials that have already been pushed out via social or e-blast have been performing very well.

Google Classroom

Niki has become an expert in Google Classroom, a popular tool being utilized to share information between teachers and students.

KY 4-H Volunteer Forum

KBC assisted with this event at The YARDS; 2 days, 200+ volunteer youth leaders from 42 counties in attendance.



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RETAIL AND FOODSERVICE

KBC is working closely with retailers and foodservice entities to set up spring and summer promotions. As our retail and foodservice partners work to adjust to current circumstances, all promotions have been suspended. Nevertheless, KBC has been in consistent contact with our beef supply chain partners to serve as a resource and provide support.

Derby Burger Challenge & Kentucky Derby Festival



Submit **your recipe** for the
2020 DERBY BURGER®

The Derby Burger challenge has been postponed due to COVID-19. The Kentucky Derby has set the new race date as September 5th with the Kentucky Derby Festival events to reschedule for this time frame as well. KBC staff is diligently working with the Kentucky Derby Festival to determine new dates to host the Derby Burger Challenge as well as other Festival events showcasing beef for Aug/Sept. As new event dates emerge, we will be sure to share the information.

Burger Weeks

While restaurants are only able to service customers in a carry out fashion at this time, KBC is working with our burger week partners to make sure we are prepared for these July promotions. Now more than ever promotions such as burger weeks, will be vital for our partners in the foodservice industry. Beef is a profit driver for our friends in the restaurant business. As we look beyond our current challenges due to Covid-19 restrictions, we see beef as a critical player in the economic recovery of our foodservice sector.



Food for Thought:

Through challenging times, there are always unintended benefits, little bright spots that often go unnoticed. Recent statistics on family eating habits indicate, that in the last 20 years family meal times have declined by 33%. Parents and children indicate this is a habit they would like to break; 62% of parents with children under the age of 18 say they wish they had more meals together and 24% of teenagers indicate a desire for the same. While the meat case at our local grocery store may look bare, across America dinner tables are full for the first time in a long time. Let's hope that as things improve and life gets back to 'normal', we continue to hear the words "Dinner's ready!" in our homes.