



## MAPLE GLAZED RIB ROAST WITH ROASTED ACORN SQUASH

See the recipe at [kybeef.com](http://kybeef.com)

### Kentucky Beef Council Quarterly Update November, 2020

#### PROMOTION

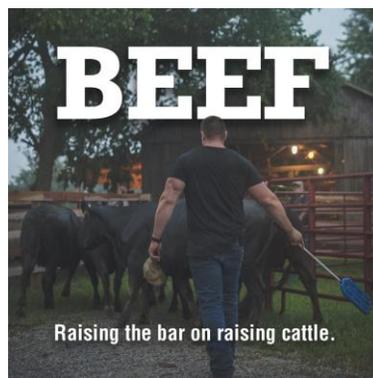
##### Growing Media Relations

In FY2021 KBC is excited to expand our reach with Kentucky media partners in the Louisville and Lexington markets! Through these relationships Checkoff investments are being made to capture advertising opportunities on network television. Through the Holiday season Wave3 will air a 30 second commercial at prime times to reach viewership with messaging



highlighting hardworking Kentucky beef farm families. In the Lexington market, commercials continue to air during Sunday Night Football on Lex18 and can also be seen on WKYT. In addition to television, partnerships with these media outlets is providing digital advertising opportunities that drive consumer traffic back to the KYBeef.com for great recipe ideas and Slow Cooking Tips during through the fall and upcoming holiday season!

##### KBC is Bringing Social Advertising In-House



A new Fiscal Year gives us the opportunity to make positive changes in checkoff investments, moving the needle on beef demand and consumption. We're taking what we've learned and applying it! In FY2021 KBC will be handling our own Social media promotions. A change that will yield several thousand dollars in savings for those previously contracted services. Social media advertising and social media influencers continue to be excellent ways to reach millennial consumers. We're excited about the opportunity to bring these services in-house. Watch for our messaging on Facebook, Instagram and Pinterest!



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### WKU Athletics

Faithful Hilltopper fans will have the chance to be crowned the Kentucky Beef Homegater of the Game at WKU home football games this season. KBC is in the home stretch of a three year partnership with *Hilltopper Sports Properties*. This promotional partnership has provided great radio advertising, along with in-game promotion and social the Hilltopper Sports platforms.



### Influencer Engagement



In September, 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. While on the farm, KBC provided 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 followers**. Additionally, CC created an Italian Beef Sandwich post which received 578 likes and 12 comments. *Rachel @rachelshealthyplate* wowed her readers with this Italian Beef Vegetable Soup recipe in late September! Rachel has **110K followers** and this particular post generated over **20,000 impressions and 413 likes and 20 comments**.





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KBC also launched a two-week social media campaign with **Courtney Ferreira**, dietician 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 can easily feed their kids and their selves 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.

|       |        | Monday  | Tuesday  | Wednesday  | Thursday  | Friday   |
|-------|--------|---|--|--|---|--|
| Lunch | Monday | Deli Meat Roll Ups<br>Baby Carrots (10)<br>1/2 cucumber<br>slices 1/2 large<br>cucumber per<br>person<br>Hummus dip<br>1 peach (or other<br>serving of fruit) | Leftovers (beef<br>and asparagus<br>pasta total)<br>1 cup of grapes<br>(or other fruit)  | Taco Bowl leftovers<br>with strawberries   | Deli Sandwich<br>on bread or<br>leftover<br>hamburger buns<br>from sloppy joe<br>1 peach                                  | Chicken Salad<br>with crackers,<br>Small Salad and<br>Strawberries |
|       | Dinner | Beef and asparagus<br>pasta toss (double<br>batch)<br>Add 1 bag of raw<br>spinach to pasta  | Build your own Taco<br>Bowl Tuesday (double<br>batch)<br>Brown rice<br>Shredded lettuce<br>Shredded cheese<br>Sour cream<br>Guacamole<br>Sautéed peppers and<br>onions | Beefy Sweet<br>and Sloppy<br>joes<br>Serve with<br>Broccoli slaw or<br>cole slaw | Breakfast for<br>dinner<br>Scrambled eggs or<br>Omelets made with<br>leftover veggies<br>from the week with<br>Tater tots | Meatball Subs<br>Serve with green<br>beans<br>steamed or sautéed   |

### Key Opinion Leaders and Health Professionals



On Friday, September 25, The **Kentucky Academy of Family Physicians** held their annual conference in Louisville. Registered dietitian Janine Faber, a contractor to the 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.





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The annual *Kentucky Diabetes Symposium* was held virtually November 5-6 with 266 health professionals in attendance. KBC served as a Bronze sponsor and was well represented by Janine Faber RD, a contractor to the Kentucky Beef Council. In addition to our sponsorship, Janine provided participants with a live video

exhibit and cooking demonstration on Thursday and at multiple times on Friday. Participants learned the nutritional value of incorporating lean beef as an excellent protein source in a heart healthy and diabetic friendly diet. Our goal is to continue to grow KBC's relationship with the Kentucky Diabetes Network and the health professionals who participated.

### RETAIL AND FOODSERVICE

#### Chicory E-Commerce Promotion

KBC joined the 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.



### 2020 CHEF CAMP





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On October 20<sup>th</sup>, 2020 KBC in partnership with *Eat Y'all* hosted three Lexington area chefs on the farm in Mercer County! Beef farmers, Jon Bednarski of Sherwood Acres Beef and Adam and Elizabeth Chunglo of Tricklin' Creek Farm opened up their gates for chefs to immerse themselves in a beef production experience. While on farm participants asked questions concerning environmental stewardship, animal handling and care, genetics and carcass merit. Chefs assisted with feeding cattle and moving herds from pasture to pasture. All content recorded will be utilized for two podcast episodes later this year.



### Producer Communications/Stakeholder Relations



(11"x18" Yard signs)

#### BEEF STARTS HERE Campaign Expands

This advertising campaign utilizes State Checkoff funds and seeks to highlight Kentucky beef producers. The campaign has grown to include over 750 producer signs distributed across Kentucky, combined with billboards located in Fleming, Rowan, Montgomery, Boyd, Garrett, Lincoln, Allen, Barren and Todd Counties. Below are a few examples of what you might see traveling the Bluegrass. Follow **#KYBeef** and add it to your **BEEF STARTS HERE** stories on social media to keep up with beef production in the Bluegrass! Contact us for your sign.