

Kentucky Beef Council Quarterly Update September, 2020



Promotion

Beef Checkoff Sponsored Virtual Convert to Benefit Feeding KY!

In honor of Kentucky's beef producers and Hunger Awareness Month, 98.1 The Bull and the Kentucky Beef Council are teaming up for the Feeding Kentucky Benefit Concert with recording artist and Kentucky native Dillon Carmichael. Kentucky video and producer highlights will be featured during the concert as well as beef



promotion. A virtual **Tip Jar** will be provided for viewers to donate to Feeding Kentucky, these funds will be specifically used to purchase beef for Kentucky's food banks. **Join us on 98.1 The Bull Facebook page on Thursday, September 3rd at 7:00 pm to watch the concert!**



Kentucky State Fair

The State Fair looked a little different this year, however KBC continues to have a strong presence by securing digital signage around the fairgrounds, including the i-65 digital billboard. This allows for advertising opportunities at all main events at the fairgrounds and to the over 500,000 consumers who pass this billboard weekly, while traveling I-65.



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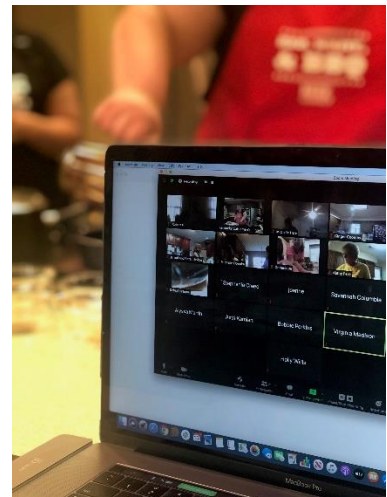
United we Steak! This summer grilling and tailgating campaign is funded through federal checkoff dollars and provides a consistent advertising presence across the nation. KBC is utilizing this consumer facing campaign in digital, billboard and social media advertising. Through digital marketing monthly ads are placed on an assortment of websites, which are linked to kybeef.com/recipes, driving online traffic to the KBC website for beefy recipes. From May through July over **3.5 million consumers** have been reached through our digital advertising efforts!

You may see **United we Steak** as you travel across the Commonwealth, as this campaign is also the focus of billboard advertising along I-65 in Munfordville, Ashland, Murray, Hopkinsville and Richmond through the remainder of the summer and into the fall.



Virtual Cooking Classes

Cooking classes are one of the best methods of promoting beef and fostering beef cooking skills. Our goal with live cooking demonstrations is to spark interest in a new recipe and explain how to prepare beef, leading consumers to purchase beef and try new recipes. Last month we took these classes digital, cooking a beef dinner with participants right in their own kitchens! We provided a grocery and supply list a week before, and they joined us on a Thursday night to cook with us step by step. We had over 20 participants and have already started planning more virtual cooking classes!



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Media Relations

KBC's relationship with the media is so important, now more than ever. This summer has opened up new opportunities to share positive beef messages and beef recipes with consumers in the Louisville and Lexington markets. From June-August twice a week on WKYT beef recipes have been presented by Director of Consumer Affairs, Anna Hawkins, or one of the WKYT news anchors. The recipes have been posted on wkyt.com and shared by many of the anchors on their personal social media pages. KBC continues to make appearances on Hey Kentucky (Lex18) and are fostering a growing relationship in the Louisville market with WAVE 3. Louisville Burger Week was August 10th – 16th, which, in spite of Covid-19 restrictions, was a bright spot for the Louisville foodservice industry, burger week participants and Kentucky Beef!



Social Media Influencers

As part of the digital advertising campaign, KBC worked with 2060 Digital Advertising to identify social media influencers who could further encourage our target audience of millennial parents to learn more about, or purchase beef. For July and August, two influencers, Karen (@mrskray) and Emily (@gatherliving), with a combined following of 48,500 people made 2 posts and 7 stories on Instagram with an organic **total reach of 17,589**; 382 post likes; and 26 post comments. When the posts were promoted, the results were as follows: **Impressions: 26,418; Reach: 22,840 post engagements.**



In addition, KBC works with three influencers, Brittany (@certifiedcelebrator), Rachel (@rachelshhealthyplate, 110K Instagram followers) and Jess (@Mom4Real, 100K Pinterest followers) who share their posts on Instagram, Pinterest, Facebook and their blogs. From May to July, there were nine different posts and several more stories, which touted grilling beef and the United We Steak campaign.



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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 500 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!



Retail and Foodservice

Industry/Supply Chain Education and Support

In July, Ben and Savannah Robin and their three daughters welcomed *eleven culinary students* from Sullivan University, Lexington to their farm outside of Paris, KY to show them how beef gets from pasture to plate. During their visit students learned about rotational grazing, sustainability, Beef Quality Assurance, animal nutrition and handling, and more! Providing them the opportunity to connect with farmers and ask questions, helped the students better understand the beef community.



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Retail Promotion

From May 24 to July 14, KBC along with *Kentucky Cattlemen's Ground Beef (KCGB)* sponsored a ***Beef Up Your BBQ*** grilling promotion in ***116 Louisville division Kroger stores***. The promotion challenged meat department leaders to increase their sales by 20% over the same period a year ago, which would then enter them in a drawing for the chance to win one of 45 grills. Additionally, KBC and KCGB provided a consumer give-a-way. Each time a shopper purchased fresh ground beef they received an opportunity to win a grilling prize pack. Over ***3,700 shoppers entered*** to win four weekly prize packs and one grand prize which included a Weber grilling and \$200 Kroger gift card for beef. Kroger enhanced the promotion by having six social media influencers share about the promotion. This resulted in 1.29 million impressions, 1,620 clicks to Kroger's landing page featuring meat selection, 3,266 engagements (likes and comments on content) and 61,097 total Instagram story views. At the end of the promotion, there was a sales increase of 31% and poundage increase of 11% for all beef and more specifically, a nearly 50% increase in Kentucky Cattlemen's Ground beef poundage.



Derby Burger Challenge



KBC and Kentucky Derby Festival partnered up for the 2020 Derby Burger challenge. The winning recipe, the *Blackberry Bourbon Glazed Bacon Cheeseburger* submitted by Donna Gribbins of Shelby County. This decadent burger recipe combines sweet blackberry jam with the spicy undertones of bourbon to create a burger crafted to represent the Bluegrass State. ***Over 7,000 voters*** narrowed the elite 8 Derby Burger hopefuls to one standout winning recipe!

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Louisville Burger Week

While burger weeks are traditionally held during July, in light of restaurants reopening after quarantine and adjusting to new social distancing protocols, the decision was made to postpone Louisville Burger Week to a later date. The promotion ran August 10th – 14th this year with 41 participating restaurant locations. In house seating may have been limited, but the addition of curbside service for the 2020

promotion made the 4th year of Louisville Burger Week the most successful yet with **45,000+ burger** sold during the seven day promotion. This was a 9,000 burger increase when compared to 2019.

Education

Producer Education

KBC, in partnership with the Federal Beef Checkoff and National Livestock Producers Association (NLPA) have hosted a series of webinars focused on communicating antibiotic stewardship and its importance to farming operations.

National Livestock Producers Association to Host Virtual Producer Visit with
Centers for Disease Control and Prevention
The Division of Foodborne, Waterborne and Environmental Diseases (DFWED)

 Misha Robyn DVM, MPH Prevention Project Regarding Salmonella and Ground Beef	 Hilary Whitham TAPH, PhD Salmonella Dashboard Allowing Producers to Access Data	 Matthew Wise MPH, PhD Outbreaks and Outbreak Processes Relevant to Producers
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FREE Live Webinar
Wednesday
August 26, 2020
8:00 a.m. - 10 a.m.
Eastern Daylight Time

Register in advance
HERE
or go to [NLPA.org](https://nlpa.org)

KBC Chair, Andy Bishop, and **Director of Education, Niki Ellis** were a part of the panel. In August, a webinar was held to serve as a bridge from the CDC to beef producers, keeping the line of communication open between both parties on the topic of antibiotic stewardship. KBC is hopeful that CDC panelist will accept our invitation to visit Kentucky to visit with Kentucky beef producers and learn about the states beef industry!

Industry Collaboration

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KBC is in talks with Zoetis about launching a partnership in producer education. Over the last few years Zoetis has invested thousands in creating interactive video modules that cover a wide range of animal science topics. They are on board for giving KBC access to these modules as well as their vet science curriculum

that is used widely by all major veterinary schools across the world. KBC will be meeting with Zoetis in the coming weeks to discuss specifics as well as a communication plan.

Cash Cow Launches Soon

The virtual version of Cash Cow will launch the beginning of September. This is normally an activity that we offer in paper version, however now this is an app that can be downloaded onto iPads or used in a web browser. We believe this will bring fun to math, while educating students on how beef is produced.

