KENTUCKY BEEF® COUNCIL

AUGUST 2025

KHSAA Boys Basketball

Beef is the preferred protein for Kentucky high school athletics. In the beginning of December, we were able to attend KHSAA Football State Championships. There, we were able to interact with families, athletes, coaches, and others. Through this partnership we received the in-game promotion with the flex-cam, in-game LED signage, and one gameday setup.

This year we were excited to see our in-game and out-of-game activation measures coming to fruition. Throughout March 12-15 and March 26-29, we are tabling at the KHSAA Girls and Boys Basketball State Championships. Outside of our tabling efforts for our included gameday setup, we have one on-court promotion (Beef. It's What's for Dinner Flex Cam), Banners (Packed with Protein Student Section on each end), LED Ribbon Board signage, LED Courtside signage, and radio assets (one :30 spot, one feature entitlement, and one live read). Thus far we have had a great response to our presence at high school athletic events and hope that we can continue growing our relationship, possibly in sports nutrition going forward. The Packed Protein Student Section has been a standout of this partnership bringing the groups together. The girls tournament had a turn out of approximately 30,000 players and fans. There was a crowd of more than 100,000 for the boys tournament.



The signage at these tournaments has created a reach that goes farther than KBC's and the 4 walls of Rupp's reach. The photo example shows the Protein Packed, KBC logo on Rupp Arena social media. This is just one example of signage hitting other media outlets. We have also seen this in the Courier Journal, local newspapers, and other larger social media pages. Rupp Arena alone has an additional following of 300K that will see Beef signage.

WHAS Derby Burger Spot, Thunder and Derby Special

Through our partnership with WHAS in the Louisville area, we were able to film a derby burger special with the winner Ira Mowman, and Kroger Coordinator Allison Gousha. This segment was pre-recorded to air on Thunder and Derby morning. Due to the cancellation f Thunder over Louisville, our coverage of this segment was increased and we received ample amounts of extra airings, more than tripling the amount of expected exposure. This will still be aired on Derby Morning leading up to the race.

Edmonson County Cattlemen's Meeting

Kelly was able to attend the Edmonson County Cattlemen's Meeting and gave an update on checkoff activities and results.

Wave 3 Takeover and Derby Special

For our April Wave 3 Takeover show, we highlighted beef brunch/breakfast recipes, recipes that can be made in less than 30 minutes, and grilling tips and tricks to start grilling season. These segments aired on April 16th in the Louisville area market.







Derby Burger Sampling Events

The 2025 Derby Burger Winner has been crowned. On March 10th, the four derby burger finalists met at Kroger for the live cookoff. Over fifty submissions were received, then narrowed down to eight finalists. Those finalists were then voted on by the public to decide the final four. Each contestant cooked their burgers, presented the final product to the judges, and were judged on ease of preparation, creativity, taste, and overall appeal. Kelly Baird was present on the day of and did 4 news interviews during the live event on WDRB (Lou). Ira Mowman of Louisville, KY was crowned the 2025 Derby Burger Champion. Mowman prepared the Kentucky Fiesta Cheeseburger that wowed the judges and went home as the Official Derby Burger. This burger is prepared using a Kentucky Cattleman's Ground beef patty seasoned with Dan-o's Chipotle Seasoning, rosemary, and salt, topped with avocado spread, pico de gallo, 80 Acre Farm's Romaine Calm Blend, on a sesame seed bun. Mowman has and will join the beef council on upcoming news and media events. We served more than 1,500 samples throughout these events. Through this opportunity, we were invited to serve Derby Burger samples at Kroger's Leadership Meeting, this was a great opportunity to speak with all Kroger managers and provide materials and resources.



Beef Month

This year during beef month we highlighted four beef. Following our consumer dashboard, that shows relevant research on what consumers want to see, we decided to highlight four, easy, cost-effective, recipes utilizing lesser known or utilized cuts of beef, and more economical options.



We attended the following Beef Month events:

April 30th: Proclamation Signing with Governor Beshear

May 5th: Proclamation Signing with Commissioner Shell

May 8th: Hinton Mills Beef Day

May 12th: Shelby County Beef Day

May 14th: Madison County Beef Day

May 15th: Montgomery County Beef Day

May 24th: Beef Night at the Ballpark

These events were a great success. At Hinton Mills, Shelby County, and Montgomery County more than 200 burgers were sold or served. At Madison County, 1,200 burgers were handed out and at Beef Night at the Ballpark, we utilized all 200 tickets, sponsored



the firework show, had the first pitch, and an in-game activation.

Throughout May we also had many media partnerships. We were able to do a full takeover show with Wave 3 Listens Live and WHAS Great Day Live. We also did media spots with Fox 56 Live from Chevy Chase, and LEX 18 Best of the Bluegrass. We ran broadcast commercial spots with Fox56/WDKY, Wave, Summit Media, and iHeart Radio as well.

KHSAA Track and Field and Softball/Baseball

Each month for KHSAA (Kentucky High School Athletics), we have a social media campaign with two posts, one email to AD's principals, and coaches, one full-page game program ad, and one PA announcement.

Track and Field: For track and field specifically, we had game-day setup. Team Beef runners also attended and volunteered. This was a great setup, and we got to communicate with a lot of consumers.

Baseball and Softball: For baseball we had digital signage rotations, LED ribbon signage rotations, one :30 sec videoboard spot, and one game day promotion. For softball, we had one game day promotion, one :30sec videoboard spot, and digital signage rotations.

WKYT Summer Grilling

We partner with WKYT for Summer Grillin' campaigns. This campaign is fifteen segments, broadcasted weekly from Memorial Day to Labor Day. Our segments are included on the WKYT website with links to the recipe. Our recipes are sent out to their mailing list weekly leading up to the segment and the segment is broadcast multiple times during the week. We have also created a landing page on kybeef.com that shows the focus on summer grilling recipes, that are updated weekly. Also included in our summer grilling promotion is a targeted email. We are currently waiting for the results for this item. Kelly Baird, Alex Scott, and Briley New filmed these segments.







Social Media Ads

We've seen steady increases in both activeness and link clicks across our recent social media ads, indicating strong consumer engagement with our content. The April campaign promoting the 2025 Official Derby Burger garnered 46,102 views, reached 28,252 users, and resulted in 781 link clicks to the recipe. In May, our ad spotlighting Beef Month and featuring official beef recipes surpassed that performance with 54,958 views, 27,341 users reached, and 826 link clicks. These numbers reflect not only growing visibility but also increased intent to explore beef-focused content and recipes - an encouraging trend as we head into summer grilling season. Our social media ads that ran through the duration of June and July were grilling focused. We had more than 100,000 impressions, a reach of over 56,000, and 1,183 link clicks, resulting in a cost per link click of $0.26. Our August ad is focused on Kid-friendly recipes towards the back-to-school season, and we will transition towards tailgating activations as we get closer to the month.

Media

We have continued our regular monthly and quarterly media partnerships with Wave, Whas, and WDKY. We do a monthly takeover (30 minutes) show with Wave 3 News in Louisville. One 4-minute segment with Great Day Live at Whas in Louisville, and a 5-minute Live from Chevy Chase segment with WDKY/Fox56 in Lexington quarterly. The may segments covered Beef Month, while the focus in June and July we shifted to summer grilling.



MLB Activation

The Kentucky Beef Council teamed up with fellow southeastern states to represent at the first-ever Speedway Classic at Bristol Motor Speedway, where the Reds took on the Braves in front of a record-setting 91,000+ fans!

Our Beef. It's What's For Dinner. display in the Fan-zone gave us an incredible chance to connect face-to-face with fans - sharing beef knowledge, answering questions, and celebrating the farmers and ranchers behind it all. We handed out beef sticks, temporary tattoos, stickers, seasoning packets, recipe cards, and croc charms. A beef processing business in Virginia also donated beef to be used in a giveaway. Visitors in the fan zone as well as those at home through digital advertising could scan a QR code, sign up, and the winner would have a cooler of beef delivered to their doorsteps. Kentucky received 30 emails from this, and there were a total of 392 emails collected.

The states also went together to purchase digital advertising through the event. NCBA coordinated these efforts and ran ads leading up to and following game day to fans in the partnering states. In addition, we were able to use digital targeting to remain on the devices of those that attended the game and saw us in person!









Huge thanks to Ryan Miller and Andy Bishop who were able to attend and assist in the fan zone.

Kentucky State Fair

We are excited to be at the State Fair again this year. We have 11 producer volunteers across 8 out of the 11 days of the fair this year. We will be participating in the Farm to Fair Cooking Stage 6 times.

The YARDS Classroom

YARDS groups are available to be booked this fall! Don't hesitate to share these opportunities out with your areas. Email Bradon to book a group at bburks@kycattle.org.

"Gate to Plate" with UK AG EDU, and UK Meats Lab

We hosted another "Gate to Plate" professional development event this year. Agriculture teachers explored all aspects of the beef industry. Teachers began at Eden Shale where they focused on production practices, and then went to the stockyards to learn about marketing. Day two focused on carcass breakdowns and better understanding beef grading. Teachers were hands-on and broke down primals into retail cuts. Day three focused on cooking beef, where teachers cooked their own burgers for the day utilizing unique recipes.





Beef Basics for Family Consumer Science Educators

This event was designed to be a one-stop shop for all things beef with our FCS Educators. These teachers received several resources, including posters and lesson plans. They also had the chance to see a beef subprimal breakdown and received a lesson on nutrition.

Animal Science Institute with KY Department of Education

We were invited by the Kentucky Department of Education to participate in their first-ever Animal Science Institute. Teachers there were less likely to come from an animal science background but are required to teach that content. We presented to them the educational content and resources that were available through the Kentucky Beef Council. We also did a beef basics jeopardy, and a beef taste test project, which teachers could easily mimic in their classrooms.

On the Farm STEM, Train the Trainer

After hosting this group last year, the American Farm Bureau Federation received more funding from the Cattlemen's Beef Board to host an on-farm professional development opportunity, training trainers on how their curriculum utilized the Next Gen Science Standards while teaching agricultural concepts. We served as the east-of-the-Mississippi River state this year, having approximately 15 teachers from across the country.













Beef in the Classroom Grant

The Beef in the Classroom program provides financial support for the use of beef products in middle and high school Family and Consumer Science, Culinary Arts, Meat/Food Science & Animal Science courses. For FY25, we were able to reimburse $6,829.13 worth of beef reaching 3,157 students in 27 different schools. Be on the lookout for a video highlighting this program soon!

Youth Leadership Program

The Kentucky Beef Council proudly hosted another successful Youth Leadership Program July 28th through August 1st, welcoming around 40 participants, including 4 from New York State. Designed for students with a strong interest in the beef industry, the program offered hands-on experiences in beef marketing, production, and advocacy. Participants also engaged with industry leaders to explore career paths, internships, and educational opportunities. Some of our activities included a beef chopped challenge, a behind the scenes tour of Malone's, beef carcass breakdown, mock bull auction, leadership networking dinner, and several farm tours.











KY Angus Field Day

We were able to present to around 85 Kentucky Angus Producers at their annual summer picnic. We discussed how the beef check off works, our marketing plan/ strategies, as well as some key events and programs that help keep beef at the front of mind for our consumers.

FCCLA State Convention

KBC was able to attend FCCLA's State Convention in late April.During our visit, we were able to network with over 1,400 members and teachers sharing with them the resources and opportunities available to them both including the Beef in the Classroom Program, teacher professional development events, and youth leadership programs. We also provided 1,400 Beef It's What's For Dinner T-Shirts to all attendees, students and teachers.

FFA State Convention/Beef Advocate Proclamation Day

Kentucky FFA marked its 96th State Convention in early June with a variety of competitions, from public speaking to team sales, showcasing the skills of future agricultural leaders. Our participation included distributing approximately 1,500 Beef It's What's For Dinner T-Shirts at the trade show to FFA Members and Agricultural Teachers. Participants shared why they advocate for the beef industry on social media to receive a shirt, generating significant publicity and engagement.







33 passionate advocates for the beef industry gathered to sign the "Kentucky Beef Council's Young Beef Advocate Proclamation," celebrated for their commitment to becoming future leaders in Kentucky's beef industry. Alongside KCA Executive Vice President Dave Maples and KBC Chairman Ryan Miller, they pledged to share personal experiences and champion the stories of 32,000 beef farm families. Recognizing rising beef demand, they vowed to raise awareness and equip themselves with tools to effectively communicate the industry's importance. Participants received framed proclamations and resources to empower them in advocating for beef and engaging with consumers seeking accurate information about the industry.

Nebraska Youth Beef Leadership Symposium

The Nebraska Youth Beef Leadership Symposium (NYBLS) is a conference designed for high school sophomores, juniors, or seniors. Students attend the leadership conference, and participate in industry tour stops NYBLS introduces youth to career opportunities and current issues in the beef industry, as well as offer education and practice in the use of leadership skills. We are only able to have 10 seats for this year's program. To apply, visit https://www.kycattle.org/nybls. Applications are due September 26th, 2025.



Kentucky Science Teachers Association (KSTA)

We have had several conversations with the Kentucky Science Teachers Association, along with the American Farm Bureau Federation/Vivayic on a partnership for their 2025 Kentucky Science Teachers Association Annual Conference. More details to come, but we wanted to share a new area of focus for the KBC.

Kentucky Team Beef

Kentucky Team Beef has had a great first half of the year! The 50-athlete roster for Kentucky Team Beef filled up in a record-time of two days.

As a member of Team Beef, athletes receive a Team Beef jersey, e-newsletters with recipes, fitness tips, etc. from Kentucky Beef Council, access to communities and groups on Facebook and Strava, entry into the 2025 Kentucky Derby Festival mini/Marathon, reimbursement for select race fees, and more.

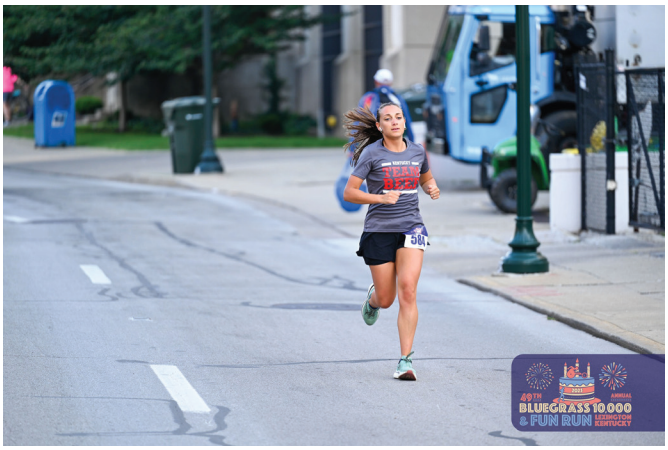
The Kentucky Derby Festival mini & Marathon is the largest attended Team Beef race of the year. This year, we had over 20 athletes compete in the race as representatives of Team Beef in their official jerseys. In addition to racing, the team volunteered their time at the Race Expo, sharing beef knowledge with fellow athletes visiting the Kentucky Beef Council booth during packet pickup. With an estimated 10,000-12,000 runners, this is a great place to connect and share beef's advantages with consumers who are focused on nutrition, health, and athletic performance.

Throughout the spring and summer, Team Beef athletes have represented the Kentucky Beef Council at several high-attendance races across the state. Highlights include Team Beef runner Jocelyn Smith's first-place age group finish at the Bluegrass 10,000, and the team's participation in the Wild Hearts Superhero 5K, an event dedicated to raising awareness and funds for children with congenital heart disease.



Additionally, athletes participated in a nutrition webinar titled Beef Up Your Miles: Nutrition Strategies for Endurance Runners, led by Alex Scott, MS, RD, LD. The session focused on how runners can incorporate beef into their diets to support optimal performance and recovery.







Beyond the Bluegrass

In April, a group of Kentucky beef producers and industry leaders traveled to Texas for the second annual Beyond the Bluegrass Tour. The purpose of this tour











was to expose participants to segments of the beef supply chain beyond the farm gate, as well as to explore innovative practices and regional industry challenges.

We began our trip in Cactus, Texas, where we toured the JBS Processing Facility and JBS Tannery. The group



received an in-depth tour beginning on the fabrication floor and concluding at the live cattle holding pens. The visit continued at the tannery, where participants observed the creation of "wet blue hides," which are semi-processed and prepared for finishing and dyeing after leaving the facility.

From Cactus, the group traveled to Dalhart, Texas, to meet with Gene Lowery, general manager of XIT Feeders, a 75,000-head feedyard that is part of Five Rivers Cattle Feeding. Lowery discussed feedlot management, nutrition, and current industry challenges. The next stop was Deer Creek Feeding, where owner Justin Ball described the operation as a "dairy hotel," housing more than 85,000 calf hutches. The day concluded in Amarillo with dinner at Tyler's BBQ, where owner Tyler Frazier shared the history and mission of his business.

Day two began at West Texas A&M University in Canyon, Texas, with a tour of the Caviness Meat Science and Innovation Center. The group then visited Palo Duro Canyon, the second-largest canyon system in the United States, before traveling to Matador Ranch in Matador, Texas. Ranch manager Tim Washington, who has been with the ranch for more than 36 years, provided insight into their cattle and horse operations, as well as the ranch's history.

Day three, the group toured R.A. Brown Ranch in Throckmorton, Texas. Donnell Brown guided the visit, sharing details about their nationally recognized breeding program, which sells more than 800 bulls annually. The cowherd includes Angus, Red Angus, and SimAngus genetics. We wrapped up the tour at the Fort Worth Stockyards, where we watched the iconic cattle drive and spent time exploring the historic district.

Beef Advance Session 2 – Bowling Green

In April, the second session of Beef Advance brought participants to Region 2. The session opened at Oak Hollow Farm, an eighth-generation registered Angus operation, where Joe Lowe discussed direct marketing, intensive grazing, and genetic selection to build a sustainable and profitable program. He also shared his experience in NCBA's Trailblazer program, highlighting how producers can grow as advocates by telling their stories and connecting with consumers.

From there, the group visited CPC Feeds, where Mill Manager Brian Wright led a tour of the family-owned











feed mill and outlined its nearly 50-year history. Participants saw the feed manufacturing process firsthand and learned about CPC's Value-Added Cattle Program. The evening concluded at Chaney's Dairy Barn, where Carl Chaney showcased their robotic milking system, compost-bedded pack barn, and on-farm processing facility, as well as the strategies that have built their successful on-farm brand.

Day two began at Western Kentucky University with a visit to the SmartHolstein Lab, where Dr. Jeffrey Bewley demonstrated how precision technology and automation tools can improve herd health, efficiency, and comfort, concepts relevant to both dairy and beef producers. The group then toured the Hilltopper Creamery, WKU Beef Unit, and WKU Farm Market, gaining insight into student-led production and marketing efforts. At the WKU meats lab, Dr. Luiz Silva provided a beef fabrication demonstration, walking through the breakdown of a rib primal and the retail value of various cuts. The day ended with Beef Quality Assurance training led by Jake Harrod, reinforcing the link between good management practices and consumer trust.

The final day featured education sessions with the KBC and the NCBA, covering marketing strategies, consumer research, and the role of checkoff dollars in promoting beef. Coach Kiah then led a workshop on personal branding and storytelling, encouraging participants to share authentic, impactful messages as advocates. The session concluded at Pleasant Hill Farms, where the Cowles family shared their seedstock program, on-farm retail store, and approach to balancing production with entrepreneurship.

Beef Advance Session 3 – Somerset

In July, the third session of Beef Advance brought participants to Region 5. The session began at Branch View Angus, where Danny Lynn and Alex Tolbert discussed the farm's multi-generational history, their bull production strategies, buy-back program, and commitment to genetic and carcass-performance evaluation. Tolbert emphasized Branch View's active roles in the Kentucky and American Angus Associations and noted how the integration of feedlot performance data into their breeding decisions continues to drive program improvement

At Burkman's Nutrition, the group learned about the company's history, took a virtual tour of the feed mill, and heard how precise feed formulation benefits producers and ultimately consumers. The next stop was Multigen Reproductive Solutions, where Dr. Stan Carnes provided an overview of the business, services offered, and trends in cattle genetics. That evening, participants attended the Region 5 KCA meeting, where they each gave a brief personal introduction during a program update.

Day two began with a storytelling and tribal strategies session led by Vance Crowe, focusing on identifying new audiences, honing messages, and tailoring stories







for maximum impact. This was followed by a “Soundbite Strategies” workshop where participants worked together to develop and refine their most effective advocacy statements. In the afternoon, Alex Scott, MS, RD, LD, presented on beef’s nutritional benefits and how producers can share that message confidently with consumers. The day concluded with a social media session from Wes Ellis, encouraging participants to start sharing their stories online without hesitation.

The final day featured a full-circle industry tour of Continental Refining Company, White Oil, and Warner Fertilizer. At CRC, participants saw how locally grown soybeans are processed into high-protein meal for livestock feed, soybean oil, and biodiesel under the UltraBurn brand. White Oil distributes these fuels along with gasoline and diesel to the agricultural sector and local communities. The tour concluded at Warner Fertilizer, where staff explained their custom-blended fertilizers, crop protection products, seed, soil sampling, and precision application services. Together, these businesses form a complete cycle, processing crops into feed and fuel, supplying energy to farms, and providing the inputs needed to produce the next harvest.



July Burger Week Promotions

In July, the Kentucky Beef Council supported two major burger-focused promotions in Kentucky’s largest metropolitan markets, generating statewide visibility for beef in foodservice and consumer marketing.

Lexington Burger Week took place July 7–13, with more than 30 participating restaurants offering $7 specialty burgers. Louisville Burger Week followed July 14–20, featuring over 50 restaurants offering $7–$8 specialty burgers.



Both cities utilized app-based check-ins for chances to win prizes, including the “Ultimate Grilling Prize Pack” sponsored by KBC. These events generated strong consumer participation, reinforced beef’s adaptability and appeal in foodservice, and fostered partnerships with restaurant operators that extend beyond the promotional weeks.

Health Professional Newsletter Growth

The health professional newsletter has grown to over 1,700 subscribers across Regions 1 and 2. The majority of recipients are based in Kentucky (51.6%), Michigan



(35.8%), and Tennessee (10.6%). Engagement with the newsletter remains strong, with an average open rate of 39.4%, exceeding the industry average of 37.7%. The average click rate stands at 2.62%, significantly higher than the industry benchmark of 0.88%. Subscribers are most likely to engage with links to handouts, recipe collections, and continuing education opportunities such as podcasts and webinars. Recent topics include fitting beef into a plant-based diet for Mediterranean Diet Month, eating beef in the early years, and extending the national messaging on beef as a nutritional for those on weight loss medication.

Over the past year, we've seen a 22.5% overall increase in total subscribers, including a 22.8% increase in Kentucky, a 14.6% increase in Tennessee, and a 3.65% increase in Michigan. The majority of new subscribers have come from exhibiting at health professional conferences.

University of Kentucky Dietetic Intern

Alex partnered with the University of Kentucky's Accelerated Coordinated Program to serve as a preceptor for a dietetic intern during their community-focused rotation. Preceptors play a critical role in shaping the next generation of dietitians by helping students bridge the gap between academic knowledge and professional practice. While dietitians are well-versed in how food affects the body, formal education on agriculture and farm-to-table food production is often limited. By acting as a preceptor, Alex is creating meaningful opportunities for future dietitians to gain firsthand experience in food systems and agriculture – equipping them to better educate consumers about where their food comes from.

Dietetic intern Kaitlyn Sabin began her 7-week rotation with Alex on June 16th and has been a valuable addition to the team. Throughout her rotation, Kaitlyn has engaged in a wide variety of projects, including developing social media content, contributing to consumer and Team Beef newsletters, attending health professional conferences, visiting other state beef council meetings, and even working cattle at the Kentucky Beef Council's research farm, Eden Shale. These experiences have provided her with a unique lens into the intersection of agriculture, communication, and nutrition.



Alex is also actively working to expand shadowing and internship opportunities for students. This includes being listed as a host site for undergraduate students completing observation hours and reaching out to other state dietetic internship programs that offer virtual or distance community nutrition rotations. By fostering these connections, Alex is helping to build a more agriculture-aware dietetics workforce.

School Food Service Outreach

Alex has continued to expand her school food service outreach, including presenting at a professional development meeting for school nutrition directors. During the presentation, she shared information about incorporating beef into school meals and highlighted available resources. As part of the session, attendees participated in a poll, revealing that only 33% of directors agreed with the statement: "I feel comfortable having my kitchen staff cook with raw beef in the lunchroom."

The poll also identified the top barriers to including beef on school menus: procurement challenges and a lack of kitchen staff skills. When asked what resources or trainings would be most helpful, the top three responses were recipes that meet school meal pattern requirements, cost-effective beef preparation methods, and hands-on training in cooking raw beef. Alex will use these insights to guide the development and distribution of targeted resources for school food service personnel.



In addition, Alex attended the Kentucky School Nutrition Association Conference and partnered with the Tennessee Beef Industry Council to ensure beef nutrition materials were shared at the Tennessee School Nutrition Association Conference, which took place at the same time. Featured resources at both conferences included materials developed by Kori Dover, RD, with the California Beef Council, such as a HACCP plan for safe beef handling, USDA beef buying guide instructions, and school-compliant beef recipes. Alex also collaborated with her graphic designer to create printed recipe cards featuring newly developed school food service recipes. Both Tennessee and Kentucky handed out samples of the Fiesta Beef Breakfast Nachos recipe at the state conferences.

Team Beef Sports Nutrition Webinar

In June, Alex partnered with the North Carolina Beef Council to present a 30-minute educational webinar for North Carolina's Team Beef runners. While designed specifically for the North Carolina Team Beef group, the webinar was also open to Team Beef participants from Kentucky and Tennessee. The presentation focused on fueling strategies for endurance running, including guidance on pre- and post-run nutrition, hydration, and the role of beef in supporting performance and recovery. The session was recorded and has received ARMS approval. It has since been shared with Team Beef programs in multiple states, providing a valuable resource that can be incorporated into athlete education efforts across the region.

Nutrition Presentation for the Beef ADVANCE Program

Alex recently presented to participants in the BEEF ADVANCE program – Beef Academy for Developing Voices in Advocacy, Networking, Checkoff & Engagement. This program is designed for producers, industry professionals, and advocates who want to become more effective communicators on behalf of the beef community. The goal of Alex's presentation was to deepen participants' understanding of beef's nutritional profile and equip them with the tools to confidently advocate for beef from a nutrition standpoint. Her presentation covered key topics such as the nutrient profile of beef, the often misunderstood fat profile of beef, and evidence-based strategies for engaging in respectful, collaborative conversations around nutrition. Following the presentation, Alex led an interactive activity where participants practiced responding to challenging, nutrition-focused questions using the facts and messaging they had just learned.





Dining with Diabetes

Alex partnered with the Lexington-Fayette County Health Department and Fayette County Cooperative Extension to lead a beef-focused cooking demonstration as part of the Dining with Diabetes: Grilling Edition program. This free 4-week series is offered to individuals with type 1 or type 2 diabetes, pre-diabetes, or those caring for someone with diabetes.

In Week 1, Alex delivered a presentation on how beef can fit into a healthful eating pattern, followed by a live demonstration on grilling flank steak using a George Foreman grill. In Week 3, Kelly Baird joined Alex to present on "Beef Basics," and Alex concluded the session with a demonstration on rinsing ground beef to reduce fat content.

WKYT Summer Grilling Nutrition Segment

Alex filmed a nutrition-focused news segment to support this year's summer grilling season, which will air over the coming weeks. In the segment, she prepared the Beef. It's What's For Dinner. recipe for Mediterranean Grilled Chuck Steak with Garden Grilled Veggies and shared three key tips for healthy grilling: (1) choose lean cuts of beef whenever possible, (2) practice portion control, and (3) pair beef with a variety of healthful foods. She will also be filming an additional segment later this summer, focusing on strategies to reduce fat content while grilling.

