

KENTUCKY BEEF[®] COUNCIL

OCTOBER 2026




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WKYT Summer Grilling

Over the summer, our news media presence was strong and consistent, anchored by a season-long focus on summer grilling. We partnered with WKYT on a weekly show that ran from Memorial Day through Labor Day, supported by email blasts and website takeovers to amplify reach. Through June to August, we had more than 150,000 delivered impressions on Display Ads, more than 181,000 delivered impressions and over 600 clicks on Native Articles, over 84,000 delivered impressions and 1500 clicks through the News App, and over 300,000 impressions on the WKYT Livestream. We also did a tailgate contest. Through this contest we had more than 100,000 delivered impressions through the Display Ads, 17,700 open through the Email blast, and 1,200 clicks on the News App. This partnership is a great way to showcase beef during the tailgating and summer grilling season.

2026 Kentucky State Fair

The Kentucky State Fair has always been a place to celebrate our state's agricultural roots, and this year was no different. Beef took center stage in a big way. The



Kentucky Beef Council brought beef's story to life with an engaging, interactive booth in Agland, located in South Wing A.

Our booth gave fairgoers an inside look at all things beef – from popular cuts and cooking tips, to sustainability, nutrition, and even byproduct topics that most consumers rarely think about. Fairgoers that visited our booth left not only with knowledge, but also with something tangible: over 5,000 cookbooks, recipe cards, and other educational materials went home with families across Kentucky. This year, State Fair and current event timing allowed us real time access with Kentucky and surrounding state consumers to answer questions and have in-depth conversations about a plethora of topics and concerns.

Perhaps the biggest highlight was the opportunity for more than a dozen producers to connect directly with consumers. Conversations at the booth were lively, with producers answering questions, and even asking some. When fairgoers weren't chatting, they were spinning our trivia wheel, learning fun facts directly from producers and walking away with new knowledge of our industry. Thank you to Katie Daly, Robbie and Jerrienne Hatfield, Crystal and Ally Harrod, Kendra Childress, Noel Kubat, John and Jill Settles, Bruce and Michele Witt, Anne and John Bays, Wayne Zoggmann, and Josh and Leslie Morris for volunteering at the booth.

And that's not it! Beef's versatility got a star treatment on the Farm to Fair Cooking Stage, where we welcomed special guests to cook alongside us. Partners like LaToya Drake, Reed Graham with UK Extension, Jake Harrod and Kelly Liver from KCA, and our Youth Leadership Program Burger Battle Top 2 teams. In addition, we saw producer leaders from across the state also joining KDA on the Farm to Fair Cooking Stage highlighting beef outside of the scope of the beef checkoff.

You couldn't walk through the fair without seeing beef! Our messaging lit up the North and South Wing video screens and even welcomed visitors at the main gate. And the spotlight didn't stop inside the fairgrounds, Wave 3 News went live from our AgLand booth, taking beef's message far beyond Louisville. We also were able to participate in media interviews with Spectrum News, WLKY, and WHAS during the fair. We also did a cooler giveaway, receiving more than 1,200 entries, adding these individuals to our consumer newsletter mailing list.

And of course, the Kentucky State Fair wouldn't be complete without the incredible food. From beef brisket sandwiches to the classic donut burger, fairgoers had plenty of opportunities to taste just how delicious beef can be.

The Kentucky Beef Council was able to create meaningful, timely conversations, showcase beef's many benefits, and remind tens of thousands of fairgoers that when it comes to nutrition, sustainability, and flavor.

Louisville Ag Football Day

Our team was present and set up during the UL vs. SMU football game as part of their Annual Ag Day. The event provided a strong opportunity for visibility and engagement with fans and the broader community. We secured prime real estate, positioned in the Alley, right at the main entrance next to the stadium. This location gave us maximum foot traffic and visibility. We also distributed promotional materials like pom-poms, foam fingers, koozies, fans, and more. This was a great event to showcase beef.

Gray Digital

Through Gray Digital, we do Streaming TV advertisements as well as Targeted Display and Video, and Local station display and video. From June to September, on targeted display and video there were 506,000 impressions, with



a household reach of 234,000. On streaming TV we had 585,000 impressions, with a 99.9% completion rate, and through our local station content, we saw 888,000 impressions across the state!

Social Media and Google Ads

We continuously have social media and google ads running. From June to September, we had ads running, our June and July ad focused on summer grilling and had 121,900 impressions, our august ad focused on kid-friendly recipes due to school starting and had 113,600 impressions, and our September ad is focused on tailgating recipes and has had only 40,000 impressions.

Through our google advertisements, we had 32,000 impressions, and 1,390 clicks to the website. This put our click-through-rate at 4.33% much higher than the industry standard 3%.

News Media

Over the summer, our news media presence was strong and consistent, anchored by a season-long focus on summer grilling. We partnered with WKYT on a weekly show that ran from Memorial Day through Labor Day, supported by email blasts and website takeovers to amplify reach. In Louisville, we executed monthly takeover shows with WAVE: June and July highlighted summer grilling, August showcased activities at the fairgrounds, and September shifted to Food Safety Education Month and tailgating. We also secured valuable bonus placements with WHAS, including a feature on their Grill Master's tailgating show, along with our regular Great Day Live segment to promote tailgating recipes. To close out the quarter, we delivered our final FY 2025 show with Fox56 on In the Kitchen with Tam and Leigh, spotlighting fall tailgating themes. Altogether, this mix of recurring features, themed takeovers, and bonus placements provided extensive visibility across multiple markets and platforms, reinforcing our messaging throughout the summer and into fall.



We continue to do our monthly email blast with Wave, that is sent out to their email list, sending 114,000 emails to their mailing list from June to September.

Through each of these campaigns in advertisement ways, we were able to get beef in front of at least 2,286,500 people in KY between June and September. This is only counting reported metrics, not our other impacts through in-person events, television appearances, and other stations that haven't reported.

Coming Soon

The Kentucky Beef Council Cross Country State Championship (KHSAA) will be October 31st at the KY Horse Park. If you are interested in attending or volunteering, please contact Kelly Liver via email at kliver@kycattle.org.



The YARDS Classroom

YARDS Groups have been fairly steady for this fiscal year. As of 9/28/26, we have had 28 groups and approximately 986 people come through the classroom with a lesson. Don't hesitate to share these opportunities out with your areas. Email Bradon to book a group at bburks@kycattle.org.

KBC Youth Leadership Program (YLP)

The Kentucky Beef Council took 26 attendees on this year's Youth Leadership Program, July 27th to July 31st, 2026. This educational program is designed for youth who have a sincere desire to explore career opportunities and leadership development practices within the beef industry. Attendees received first-hand experience in areas of beef marketing, beef production, and beef advocacy. They were also able to network with leaders about various careers, internships, and educational opportunities that they can use in their future careers.

Beef Evaluation Professional Development

The Kentucky Department of Agriculture conducted a survey with our KY Agriculture teachers on what areas they struggled with teaching in their classrooms. One of the glaring areas of concern was all on meat evaluation. On July 17th, we had 32 participants explore the beef production process from live cattle to carcass, including instruction on USDA quality and yield grading through hands-on activities and grading cards. Educators toured Green River Meats, gaining insight into industry-standard processing practices and cooler grading. The day concludes with a mini meat evaluation contest and discussion on classroom integration, contest preparation, and instructional resources.

Nebraska Youth Beef Leadership Symposium (NYBLS)

The Nebraska Youth Beef Leadership Symposium (NYBLS) is a conference designed for high school 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 received 30 applicants for this year's event, and those applicants will be getting their results this week!

Kentucky Science Teachers Association (KSTA) Annual Convention

The 2026 Kentucky Science Teacher Association Annual Conference will be held in Louisville, KY on November 6th and 7th. We have agreed to be a sponsor for their event once again this year. This stems from our work with us and the American Farm Bureau Federation/Vivayic last year and our science teacher professional development programs the past few years.





Registered Dietitian **Allison Cook** joined the Kentucky Beef Council in July 2026, succeeding Alex Scott in the role of Southeast Regional Director of Nutrition. As the Southeast Regional Director of Nutrition, Allison provides nutrition support to multiple states throughout regions 1 and 2, including Kentucky, Tennessee, Michigan and West Virginia. Allison is a 2022 graduate of Western Kentucky University where she earned her bachelor's degree in hospitality management and Dietetics with a minor in Anthropology. She also completed a Master's Degree in Clinical Nutrition from East Tennessee State University in 2023. Before joining the Beef Council, Allison's career started as a multi-site inpatient clinical dietitian float, working across more than 15 different healthcare facilities in both Tennessee and Virginia. In that role, she collaborated with multidisciplinary teams to improve nutritional outcomes for patients across both states.

Since joining the Kentucky Beef Council in July, Allison has been attending different programs and events to learn more about the Kentucky Cattlemen's Association operations. From touring the Bluegrass Stockyards with the Youth Leadership Program, attending the Kentucky State Fair for the first time and helping give vaccinations at Eden Shale, Allison has been preparing to share what she has learned with other health professionals.

In September, Allison and Janine Faber, KBC's contract dietitian, attended the Kentucky Children's Affiliate Network Conference, as well as University of Kentucky's Be Health Bash to promote beef and nutrition. In attendance were pediatric physicians, nurses, EMTs, community health workers as well as the public. Both events had great engagement with the Kentucky Beef Council booth, where resources were provided about beef in the early years and how to incorporate lean beef in a heart healthy diet.

Last week, Allison and Janine hosted the University of Kentucky and VA Dietetic Interns at Tim and Amy White's Farm in Lexington Kentucky. Janine gave a great presentation answering students questions about beef and the beef industry, and that afternoon Tim and Amy took everyone on a tour of their farm. Allison has also been precepting Anna Bridges, a University of Kentucky dietetics student interested in community nutrition who also attended the event.

Allison has continued writing the monthly Health Professional Newsletter, which was extended to health professionals at the previous conferences, as well as dietetic interns and dietetic internship directors throughout the state. The newsletter has reached over 2100 subscribers throughout Kentucky, Tennessee, Michigan, West Virginia, Alabama and North Carolina. Engagement with the newsletter remains high, maintaining a 39% open rate and a 2.5% click rate. August's addition was focused on meeting the nutritional needs of school aged children, while September's provided information on safe beef preparation for Food Safety Month.

Over the next few months, Allison will be traveling to Kentucky's partner states to participate in nutrition conferences targeting trauma specialists, school food nutrition directors as well as family physicians throughout regions 1 and 2. Allison is excited to continuing Alex's incredible work and contributions as the Southeast Regional Director of Nutrition and hopes to continue to grow our network of health and nutrition professionals on behalf of the Kentucky Beef Council.



Local Beef Directory

KBC continues to expand and maintain the online Local Beef Directory, connecting consumers directly with Kentucky cattle producers and businesses offering locally raised beef. The directory currently features 230 producers and 14 processors across 85 counties, including on-farm sales, farmer-operated storefronts, and processing resources. Listings provide consumers with information about available products, purchasing options, and contact information, making it easier to find and purchase Kentucky beef in their area. Producers interested in being added to the directory can submit their information online at kybeef.com/raising-beef/local-beef-directory



Apparel Store Open at KYBeef.com

KBC recently launched a new online apparel store accessible through the homepage of KYBeef.com. The store was created in response to requests for KBC & BIWFD-branded merchandise and offers a variety of products, including shirts, hats, backpacks, and other items, with additional products being added regularly. The online storefront provides a convenient year-round option for supporters to purchase branded merchandise and engage with the beef community.

Corteva Field Day

On June 30, KBC participated in the Corteva Field Day with a Checkoff education and outreach booth, connecting with farmers and agricultural professionals from across the region. The event provided an opportunity to reach producers outside of traditional cattle-focused events and maintain a presence within the broader agricultural community.



Kentucky Farm Bureau Young Farmer & Generation Bridge Summer Outing

On July 10-11, KBC attended Kentucky Farm Bureau's Generation Bridge Summer Outing in Hopkinsville with a Checkoff education and outreach booth. The event brought together emerging agricultural leaders from across the state for networking, industry tours, and leadership development. KBC shared beef and Checkoff resources while connecting with young farmers and agricultural professionals.



National Junior Angus Show – All-American Certified Angus Beef Cook-Off

On July 13, the 43rd All-American Certified Angus Beef Cook-Off was held during the National Junior Angus Show in Louisville. The competition challenged junior Angus members to demonstrate their beef industry knowledge, culinary skills, creativity, and ability to communicate about beef. KBC served as a judge for the competition and partnered with Y-TEX to provide a unique item for participant gift bags. Y-TEX covered the cost of custom ear tag keychains featuring Y-TEX branding on one side and Beef. It's What's For Dinner. branding on the other.



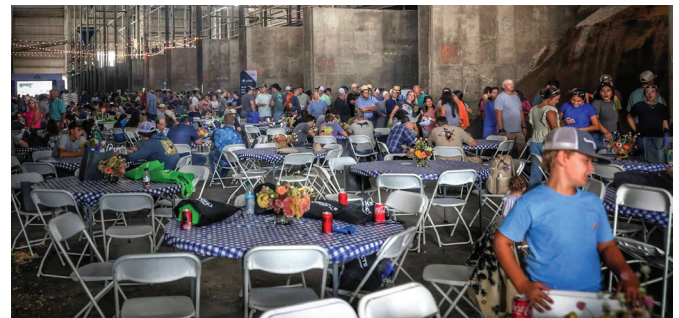
Washington County Livestock Market Customer Appreciation

KBC participated in the Washington County Livestock Market Customer Appreciation event on August 5 with a Checkoff education and outreach booth. The event provided valuable face-to-face time with area cattle producers in a familiar livestock market setting while allowing KBC to share Checkoff resources and promotional materials.



CPC Commodities Field Day

On September 10, KBC joined the Kentucky Cattlemen's Association and Kentucky Beef Network for a joint booth at the CPC Commodities Field Day in Fountain Run. The combined presence allowed staff to visit with cattle producers and locals alike to share information about programs and resources available through all three organizations.





Bullitt County Ag Day

Also on September 25, KBC supported Bullitt County Ag Day, reaching approximately 200 students through beef education materials provided for the event. KBC supplied backpacks, pencils, and printed QR codes linking to the Pasture to Plate resource, providing students and their families with continued access to information about beef production, purchasing beef locally, nutrition, cooking, and the journey from pasture to plate.

Blue Grass Stockyards Customer Appreciation Days

On September 14–15, KBC participated in Blue Grass Stockyards Customer Appreciation Days, visiting with cattle producers and providing Checkoff resources and promotional materials. Livestock market events provide valuable face-to-face time with cattlemen and women and allow KBC to connect with producers where they already do business.

Johnson County Ag Day at Flat Gap Elementary

On September 25, KBC reached approximately 500 elementary students from across Johnson County during Ag Day at Flat Gap Elementary. Students learned about cattle identification methods and how livestock brands are designed and used before creating their own unique brand on a worksheet. KBC and local FFA volunteers then recreated each student's design on their hand using temporary tattoo markers, giving students a fun, hands-on way to apply the lesson and connect with beef cattle production.

