KENTUCKY BEEF® COUNCIL

OCTOBER 2024

Summer Grillin' with WKYT Results

From Memorial Day to Labor Day, we ran multiple segments focused on summer grilling on WKYT in the Lexington DMA. The partnership resulted in a total of 772,739 impressions for the pre-recorded grilling segments, averaging 54,896 impressions per week. Alongside the interviews, native articles and eblasts were sent and posted. The native articles garnered an average of 332,983 views each, totaling 3,995,797 views, with 56,145 article clicks. The eblasts reached 477,631 individuals, with 116,584 opens. Additionally, the summer grilling contest generated 3,319 opt-in emails. .

Social Media Ads

For the month of October, we ran an ad that highlighted "Beef It's What's for Tailgating". With a budget of $100, this translated to more than 29,000 impressions and more than 420 link clicks that sent viewers directly to kybeef.com.

UK Ag Roundup

The Kentucky Beef Council donated 570 burgers to UK Ag Roundup's Annual Alumni tailgate. This investment allows beef to be on the forefront of industry professionals and continues to push beef messaging into the minds of general consumers that are present. KBC also set up at this event and focused on opportunities to sign up for the consumer newsletter and to sign up to receive checkoff programming updates.

Spencer County Ag Day

Casey and Kelly presented rotations on Beef By-Products for 1500 elementary students at Spencer County's Ag Day.

They presented a lesson through 12 rotations each. Each student participated in Beef By-Product Bingo, discussed the beef industry, and left with a better understanding of where their food comes from, and what other products are developed in alignment with animal production.

Consumer Newsletter October

On October 1st, we sent out the Consumer Newsletter to 4,047 individuals. There were 1,321 (34%) opens and 5 unsubscribed. This newsletter contained information on Halloween themed beef recipes, slow cooking cuts and tips, myoglobin, and iron awareness. Many of the clicks were on Halloween and slow cooker recipes, with the other majority overwhelmingly clicking through to our social media pages. This month is our first month with results lower than the industry average. The industry average for opens is 41%. We will be looking to change formatting and results to increase going forward.

The YARDS Classroom

With the new FY upon us, we plan on having several groups come to the stockyards. We have a few groups booked from now until Christmas including Metcalfe County, Lincoln County, and Adair County. We are eager to continue having more attendees and groups to book and come receive a lesson/tour this Fall. For free lessons and tours, email Bradon at bburks@kycattle.org.

Radio Interviews at WKDZ

Burks was able to be live on air in Cadiz at the WKDZ 106.5 Headquarters. Along with David Fourqurean, Burks talked about some of the programs that the KY Beef Council puts on including the Gate To Plate Trainings, Youth Leadership Program, and the NYBLS Trip.

On the Farm STEM "Train the Trainer" Program

The American Farm Bureau Federation of America (AFBFA) received funding from the Cattlemen's Beef Board to host an on-farm professional development opportunity for high school science teachers from across the country, which we were the host state this past summer. For 2025, we have been chosen to be a host state for an all new Train the Trainer Program. More details are to come, but this will provide us the opportunity to better serve science teachers with beef specific content.

Beef in the Classroom Grant/Educational Resources Updated

The Beef in the Classroom Program is a grant-funded reimbursement program that provides financial support for Kentucky middle and high school teachers to purchase beef to use in their classrooms for educational purposes. Eligible classes include family and consumer sciences, culinary arts, meat/food sciences and animal sciences. Last year, the program reached 9 classrooms, 937 students, reimbursing $1,984.58 worth of beef. As of today, we currently have 38 applications for reimbursement, which are due November 1st. Please encourage your CTE instructors to apply for the program. To apply, visit https://www.kybeef.com/education/education-resources

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. Immersive stops this year include CLAAS of America, National Beef Leather Division, Certified Piedmontese, and Weber Feedyards. 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 were overwhelmed with 61 applicants this year, an all time high. The Selection Committee selected the following youth to attend the program November 4th to November 10th: Addison Lawson • Evan Cotton • Halle Hudnall • Landon Miller • Laney Pease • Madison Wright • Matthew Estes • Mollie Goode • Myah Conner • Samantha Pecco

Beef Advance

Applications for the inaugural class of BEEF ADVANCE will be closing soon, with a deadline of October 25th. We encourage board members to share this opportunity with potential candidates who are passionate about advocating for the beef industry.

"Beef ADVANCE is designed to equip participants with advocacy skills and enhance their ability to serve as effective spokespersons for the beef industry while cultivating a network of industry connections. Through collaborative sessions and hands-on experiences, participants will have

the opportunity to build relationships with key industry leaders, experts, and fellow advocates. Each session will cover a range of topics, including personal story development, leadership fundamentals, media training, checkoff program education, communication strategies, and industry updates. Sessions will feature expert speakers and include visits to farms and industry sites, providing participants with direct exposure to various sectors of the beef industry. Participants will also be asked to complete supplemental work, such as online training modules and attendance at a Kentucky Beef Council (KBC) or Kentucky Cattlemen's Association (KCA) meeting.

Beef ADVANCE is open to all individuals 22 years and older who have a vested interest in the beef industry, including but not limited to producers, processors, retailers, industry professionals, healthcare providers, educators, chefs - anyone passionate about supporting and promoting beef. Whether you are directly involved in cattle production, work in a related field, or simply want to advocate for the benefits of beef, this program welcomes diverse perspectives. By bringing together a wide range of participants, the program aims to create a collaborative environment that ensures all voices are heard, allowing different sectors to share insights, learn from one another, and work collectively to advance the industry, ultimately enabling participants to leave with a deeper understanding of its various facets.

Applications for Beef ADVANCE are now open and will close on October 25th. The first session will take place in January 2025. Don't miss your chance to be part of the inaugural class—apply today!"

Stockyard Tour

The Stockyard Tour is underway, and we are seeking your participation. Our goal is to visit as many stockyards as possible from now until mid-December, with the tour picking back up in March 2025. We hope these stops show our support for Livestock Markets, provide an opportunity to discuss the checkoff with producers, and provide educational and promotional materials to all. Your presence is essential - having local producers by our side during these visits helps demonstrate support for checkoff programming.

Thank you to all who have signed up so far. Only a few yards are still in need of volunteers!

- Bluegrass Albany
- Central KY Livestock Market
- Mammoth Cave Dairy Auction
- Russellville Livestock Market
- Tri-County Livestock Exchange

If you think you may be able to attend a sale at one of the above yards, please scan the QR Code below. Signing up indicates interest in attending a particular stop, not a commitment to attending any given sale date. Doing so helps us gauge potential participation and allows us to follow up with detailed information as dates are confirmed. Once a stockyard selects a suitable sale day from the list of proposed dates we provided them, we will reach out to those who have signed up with the finalized details.

Stockyards Visited to date:

Bluegrass Stockyards – September 10th
Bluegrass Stockyards of Campbellsville – October 9th

Partnerships in Action: Building and Bringing More Together

State beef councils across the country gathered in Denver, Colorado, Oct. 15-18, for the annual Partnerships in Action (PIA) conference to learn about national Beef Checkoff programs and discuss ways those efforts can be expanded in Kentucky. Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA brings state beef councils together to build a stronger state and national partnership