



OCTOBER 2026

Partnerships in Action – Federation of State Beef Councils

Kentucky Beef Council staff participated in the annual Partnerships in Action (PIA) conference, Oct. 12-14, in Denver, Colorado. State beef councils from across the country gathered to discuss ways national Beef Checkoff programs can be expanded at the state level to leverage producer investments. Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA strengthens the state and national Checkoff partnership.

Topics discussed during PIA highlighted how the National Cattlemen's Beef Association, a contractor to the Beef Checkoff and home of the Federation of State Beef Councils, and state beef councils work together to drive demand for beef through the cornerstones of taste, trust, well-being and ease. Attendees learned about program strategy, current consumer trends and preferences, and Beef. It's What's For Dinner. promotions. Nearly 70 staff members from 32 state beef councils participated in the event, including our team from KY: Carey, Bradon, Kelly L., Allison, and Amelia.

We are excited to bring home strategies and new insight that can better our state.



UK Ag Roundup

The Kentucky Beef Council donated burgers to the University of Kentucky's Annual Ag Roundup Alumni tailgate and Build-a-Better Burger contest. This investment allows beef to be on the forefront of industry professionals and students, and continues to push beef messaging into the minds of general consumers that are present.

Finalizing Partnerships for the New Fiscal Year

Kelly L. has begun finalizing advertising contracts for the new fiscal year and is coordinating with partners to allocate placements and update creative assets. These efforts ensure consistent brand representation and maximize the impact of Kentucky Beef Council's marketing investments. We have worked hard this year to step back, evaluate progress, and make educated and rational decisions. We are excited to see how we can ensure the proper allocation of checkoff dollars, and do more ourselves rather than sourcing out resources.

Website Re-fresh

Kybeef.com will be updated and reflect the national beefitswhatsfordinner.com site on Monday October 26th. Our staff has been working hard to re-build the current site and to carry over our current information. The new site will be more visually pleasing and create a more accessible experience for consumers.

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,




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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.

NFL Peacock Streaming

This year we are continuing our sponsorship to advertise on Sunday night football (NFL) on Peacock streaming services. This activation will run from September through the Super Bowl. KBC content will be seen in ever game.



Upcoming KHSAA Event

The Kentucky Beef Council Cross Country State Championship will be held at the Kentucky Horse Park on Saturday October 31st. We will have an on-site activation with Team Beef Volunteers. If you are interested in attending and seeing your checkoff dollars in action, please contact Kelly Liver at kliver@kycattle.org.



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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 229 producers and 13 processors across 91 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.

With the upcoming launch of the updated KY Beef website, KBC will also be updating the directory submission form and encouraging currently listed producers and processors to review and update their listings to ensure information remains accurate and current.

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- and BIWFD-branded merchandise and offers a variety of products, including shirts, hats, backpacks, and other items, with additional products being added regularly. KBC is also adding a winter and Christmas collection



featuring seasonal merchandise ahead of the holiday shopping season. The online storefront provides a convenient year-round option for supporters to purchase branded merchandise and engage with the beef community.

Community Helper Day

KBC recently participated in a Community Helper Day at an elementary school in Winchester, KY. With the event taking place in Amelia's local community, she had the unique opportunity to bring livestock from her family's farm, giving kindergarten students a hands-on introduction to livestock production. Students interacted with the animals while learning about livestock care, beef production, and the role farmers play in their communities.



The YARDS Classroom

YARDS Groups have started strong for this fiscal year. As of 10/23/26, we have had 6 groups and approximately 150 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.

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 have accepted 10 applicants.

Those individuals include:

Jace Coles, *Logan County*
Jackson Kidd, *Elliott County*
Kody Hatton, *Clark County*
Caden Lawhorn, *Casey County*
George Hieneman, *Greenup County*
Hudson Hancock, *Adair County*
Stockton Stivers, *Woodford County*
Elijah Ballard, *Shelby County*
Brindalyn Fawbush, *Laurel County*
Adelle Hood, *Washington County*

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.

Beef in the Classroom Grant

Beef In the Classroom is a reimbursement program funded by beef producers through their Checkoff administered by the Kentucky Beef Council. This 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. It reinforces lessons about lean beef selection, storage, preparation and nutrition. Applications are due November 1st. To apply for this school year, visit: <https://form.jotform.com/262514194293156>.

Kentucky Health Professional Conferences

October marks the beginning of the new fiscal year, and the Kentucky Beef Council dietitians are hard at work at health professional conferences throughout the region. The Kentucky Academy of Family Physicians held their annual conference at in Lexington on Friday, October 2nd. The Kentucky Beef Council sponsored an exhibit booth and Registered Dietitian Consultant, Janine Faber, was able to share information and resources with the 78



attendees which included family physicians, residents, medical students, KAPF staff, and other exhibitors/sponsors. The attendees appreciated the research and recipes the most and commented about previous partnerships and programs they enjoyed with us including a farm tour networking event, cooking demonstration, themed networking event, and snack sponsorship. Our sponsorship this year also allowed us to have a full-page ad in their conference program and The Kentucky Beef Council highlighted "Evidence-Based Protein Guidance" for different adults from generally healthy adults to those on GLP-1 medications. The ad also included a QR code which linked to our health professional handouts. Janine has built a great relationship with this group, and they look forward to seeing the "beef booth" at their conference.

Dietetic Student Farm Tours

Allison, Janine, and Amelia Carter hosted the Cincinnati State Community Nutrition Students at Tim and Amy Lauer's Farm on October 5th at their Stoney Ridge Farm in Alexandria, Kentucky. The program started with Michelle Simon, Campbell County Extension Agent, talking with the students about agriculture and her position helping the farmers and community. The group then followed Tim on a tour of the farm where he shared how long he and Amy have owned the farm, about their



cow-calf operation, feed, calving, how they take care of their land, weather, breeds of cows, antibiotics, and how they use the squeeze chute. After the tour, the group enjoyed a beef lunch followed by a presentation by registered dietitian consultant Janine Faber on how health professionals can work with agriculture and her position with the Kentucky Beef Council. The following day, Janine received an email from the Cincinnati State instructor, Jamie, saying, "We had a great time yesterday. The students couldn't stop talking about how much fun and what a great experience they had. I will forward your slides and post-survey for their review. Again, thank you." Jamie mentions each time that this is her favorite tour of her class, and she left the farm tour saying, "see you next year!"

Ballad Health Trauma Network Conference

Allison exhibited on behalf of the Tennessee Beef Industry Council, our partner state at the Ballad Health Trauma Network Conference on October 9th. The event was held in Johnson City, Tennessee where 108 different health professionals working throughout the region attended. Allison provided educational handouts regarding protein, and the essential amino acids beef provides that can help in this population. Allison also brought recipe cards and cuts charts that highlighted the versatility of beef. It was a great event that brought 30+ new subscribers to the monthly health professional newsletter. Overall, the booth had great engagement, and Allison got to meet so many different health professionals that also have their own farms in the region.

Health Professional Newsletter

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. In October, we will be discussing the misconceptions about beef while November will focus on beef in a diabetes friendly diet and GLP-1s in honor of diabetes awareness month.

Upcoming Health Professional Conferences

Over the next few months, Allison will be traveling to Kentucky's partner states to participate in a school food nutrition directors, as well as family physicians throughout regions 1 and 2. Allison will also be exhibiting with the NCBA's dietitians at the annual Food and Nutrition Conference Expo in San Antonio, Texas. Dietitians from all over the country attend and the Kentucky Beef Council will be represented at the national level! Allison and Janine will continue their efforts promoting beef amongst our health professionals in Kentucky at the Kentucky Diabetes Symposium and the Cancer Center Conference in November. We are excited to continue to grow our network of health and nutrition professionals on behalf of the Kentucky Beef Council.