

DISTILLERS' GRAINS FORUM

*Thank
you!*



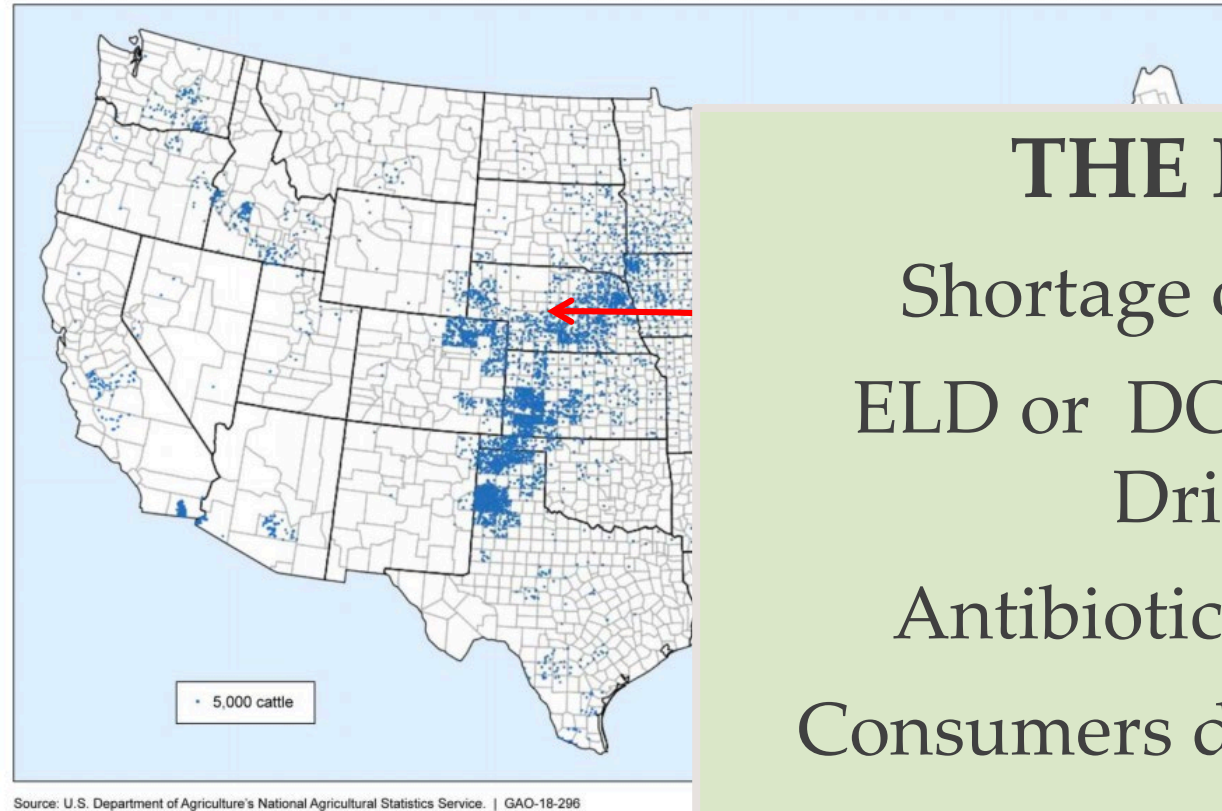
WHO IS THE KENTUCKY'S BEEF INDUSTRY

- 38,657 Beef Farms (Avg Herd Size 27 hd)
- 1 million cows- 8th largest beef cow producing state (2017)
- 2.15 million... all cattle and calves- 14th largest state (2017)
 - Largest state east of the Mississippi River
- Millions of acres of fescue- Ranked 1st in production of non-alfalfa hay
- Top Five Agricultural Products in revenue generated-
 - Horses, broilers, cattle and calves, tobacco, soybeans
- Livestock and livestock products account for 66% of Kentucky's farm income
- Farmland covers 54%, of the total acreage in the state.



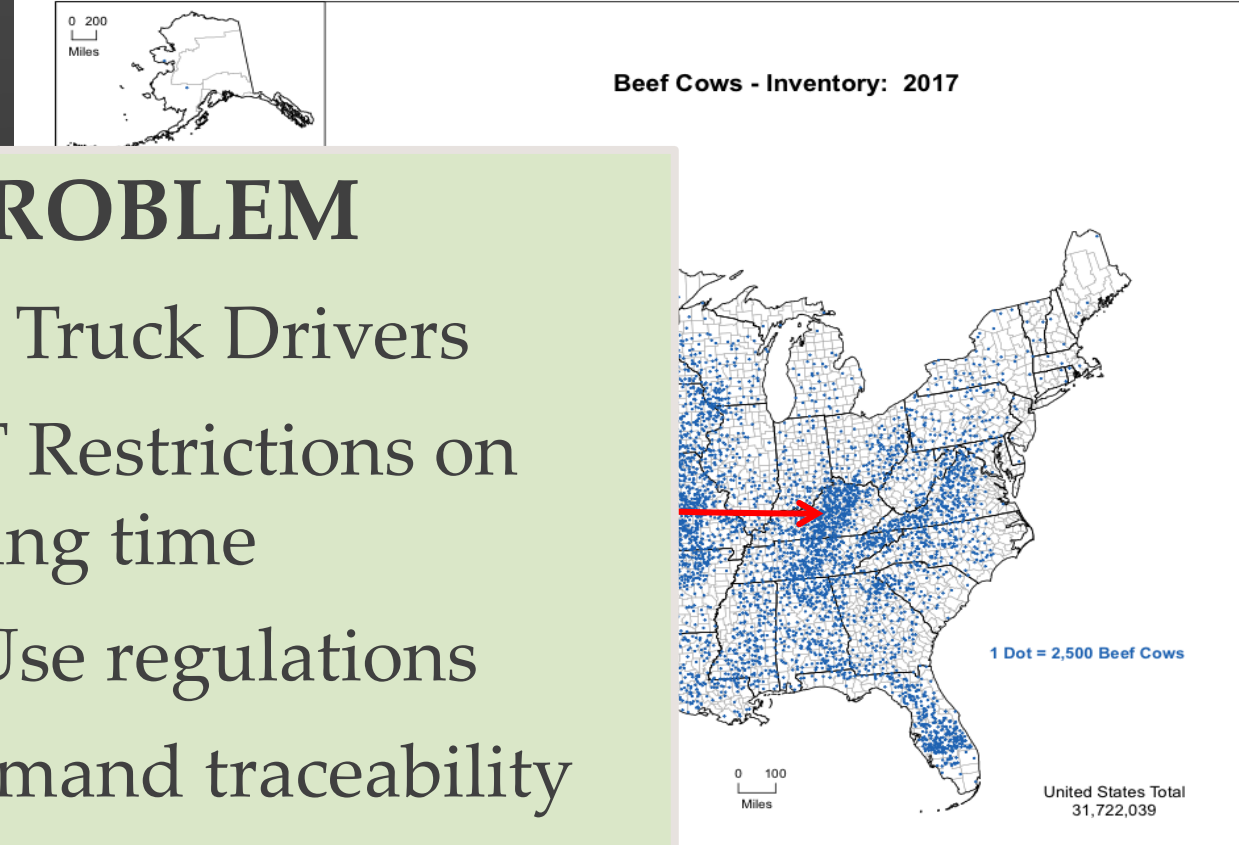
BEEF COW INVENTORY/CATTLE IN FEEDLOTS

Figure 2: Locations of Cattle in Feedlots

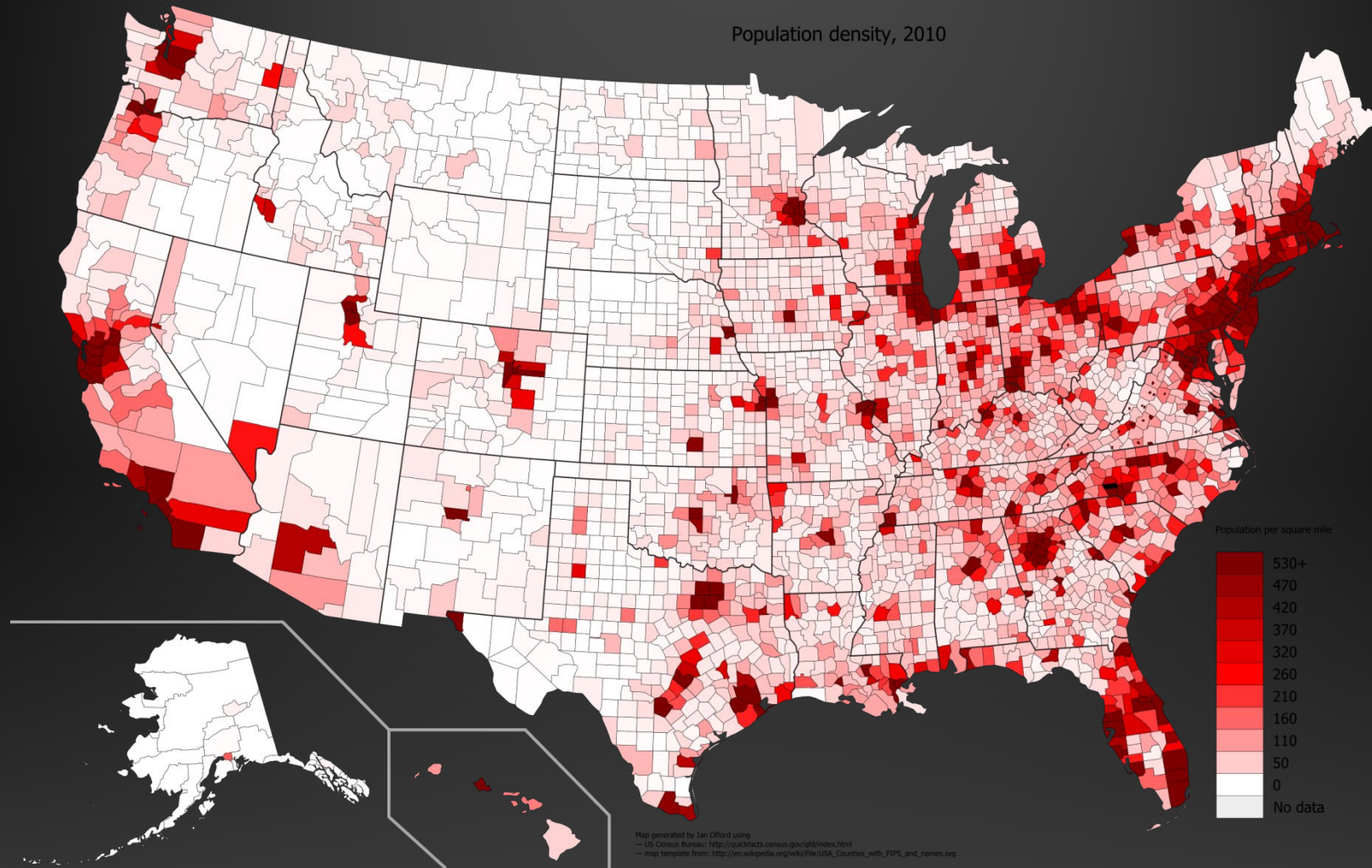


THE PROBLEM

Shortage of Truck Drivers
ELD or DOT Restrictions on
Driving time
Antibiotic Use regulations
Consumers demand traceability
Food miles
\$



2010 U.S. POPULATION DENSITY



KENTUCKY BEEF INDUSTRY'S VISION

- KCA members need opportunities to capture increased value from beef cattle produced in Kentucky
- The demand for locally produced food with a story will continue to increase
- Kentucky's natural ability to grow grass and its access to water makes the state perfectly suited to beef production
- Evaluate the delivery of education and research programs to continue to support the growth in Kentucky's beef industry

2020-2024

KCA CORE STRATEGIES AND GOALS

Cultivate value-added marketing opportunities

This strategy is focused on **growing Beef Solutions** through more disciplined market planning, a broader customer base and an expanded product portfolio. This strategy also includes several initiatives directed at improving the CPH program and developing programs to **add more value to Kentucky cattle** through special marketing alternatives or new business models enabling the finishing of beef cattle in Kentucky.

Strengthen research, demonstration and outreach

This strategy includes initiatives focused on providing **more education to KCA members** and **improved outreach to consumers and key influencers**. KCA will collaborate with universities to complete research projects and will **explore the development of a regional “Beef Center of Excellence”** that will provide leadership to the Southeastern United States in research and education efforts focused on beef cattle.

Improve KCA engagement, collaboration and advocacy

This strategy involves initiatives that will **strengthen county organizations**, improve the overall value proposition of KCA and **increase** the level of engagement of **KCA members on legislative and policy issues**. KCA will seek new ways to collaborate with Universities, Boards and other agricultural organizations and will complete an assessment of youth activities and events to improve their effectiveness.

Develop and leverage organizational infrastructure and capabilities

This strategy is focused on **upgrading internal systems and infrastructure** ranging from the producer database to information technology capabilities. Included in this effort will be the completion of a comprehensive technology and facility plan to drive resource allocation over the next several years and investment in employee development, training and compensation programs to ensure the retention of a high caliber, motivated staff.

KEY AREAS OF FOCUS



Marketing

Education

Research

Technology

Engagement



IS THERE A SOLUTION: PUT YOUR ASSETS ON THE TABLE

- Communication
 - Agencies, Industries, and producers
- Identify a **customer**
 - How they want to use the distillers by product
 - Are we providing the correct product (dried, pelleted, etc.)
- Feed out cattle locally
 - Development Beef Barns
 - Education for producers
 - Environment concerns
- Further invest in beef processing within the region
- Develop a Beef & Forage Innovation Center
 - Motivate, Stimulate, Educate



Thank You!

