

KCA Concludes 50th Annual Convention

Carey Brown Kentucky Cattlemen's Association

The 2023 KCA Convention was in Lexington, KY January 5-6, 2023. Approximately 900 producers, educators and industry professionals joined KCA for the 50th convention.



Registration

Registration opened early Thursday morning and helped to keep the lines down. Over 400 people pre-registered this year. By pre-registering it ensures a smooth check-in while giving KCA staff time to plan accordingly for events and meals during the convention. To say thanks for pre-registering each registrant received a convention t-shirt. Two pre-registration drawings were also held for Cabela's Gift Cards and the winners were Kendal Bowman, Owen County, and Matt Haycraft, Grayson County County. Attendees that completed pre- or on-site full registration were also given five tickets for \$100 cash drawings during the Beef Efficiency Conference, Opening General Session, Forages Session, Legislative Update, and Closing Session. After the drawings were complete, tickets were combined for a chance to win 2 RTIC coolers. The winner of the



participated in the trade show. Hope to see everyone at the 2024 Ag Industry Trade Show in Lexington.

Beef Efficiency Conference

This was the 10th Annual Beef Efficiency Conference hosted by Kentucky Beef Network and University of Kentucky Cooperative Extension Service through a partnership with the Drs. Gordon and Susan Jones Lectureship for a commitment to lifelong learning. The conference hosted an impressive list of guest speakers discussing "Building a Better Cow for Tomorrow" including Dr. Troy Rowan, University of Tennessee; Dr. Jared Decker, University of Missouri, and John Maddux, Maddux Cattle Company.

Trade Show Welcome Lunch



coolers were Danny Callahan, Estill County and Josh Burgess, Logan County.

Trade Show

The Ag Industry trade show was a great success this year. There were 68 exhibitors to share their products with our members. More information about the trade show can be found on page 62. Thanks to everyone who

The convention kicked off in the Trade Show on Thursday with a lunch chili bar for attendees and visiting with Trade Show exhibitors.

Opening General Session

The Opening General Session began on Thursday afternoon with KCA President, Cary King from Mercer County welcoming everyone to the new Central Bank Center in

Lexington. Following with a video celebrating the 50th anniversary along with commercials from our platinum sponsors: Blue Grass Marketing Group, Corteva Agriscience: Range and Pasture, Farm Credit Mid-America, New Holland, Tarter and Central States Testing. Opening Session attendees heard an update from University of Kentucky, President, Dr. Eli Capilouto followed by Nikki Whitaker recognizing Dean Nancy Cox with the Kentucky Cattlemen's Association service industry award. Nikki Whitaker then gave an update on the Ag Education Center followed by Kylie Trail presenting the Kentucky Beef Council Annual Report. The Kentucky Beef Council (KBC) has had a busy year putting checkoff dollars to work! Aligning with the national checkoff focus, KBC works to share the Kentucky beef story by focusing on people, pleasure, and protein. KBC continues to utilize assets developed at the national level and also curates state specific content to extend in Kentucky wide programs. Next, Dan Miller presented the Beef Solutions Annual Report, showcasing insight into the production process of Kentucky Cattlemen's Ground Beef. Dr. Katie VanValin gave the Kentucky Beef Network's Annual Report highlighting the partnership between UK and KBN along with investments from the Kentucky Agriculture Development Funds it has used to execute beef producer education and marketing opportunities.

County President's Breakfast

County Presidents and their guests were honored at the County President's Awards Breakfast this year at Convention. Kentucky Cattlemen's red jackets and cash prizes were awarded to counties that increased their membership significantly in 2022. Guests heard from Dave Maples, KCA Executive VP, who spoke on the importance of a strong cattlemen's network. Nikki Whitaker presented Arch Sebastian with an award for Outstanding Service to the Kentucky Beef Industry for his relief efforts following the floods in Eastern Kentucky. Rachel Cain introduced herself as KCA Membership and Communications Coordinator and announced total membership numbers. KCA had 10,920 members in 2022, setting an all-time record high for the association. The breakfast ended with a presentation of the "Big Bull" award, which honored Barren County for having the largest membership in the state last year with 490 members. Congratulations again to all the County Associations and we look forward to seeing who comes out on top next year.

Closing Session

President Cary King opened the Closing General session by welcoming Commissioner

of Agricultural Dr. Ryan Quarles to give an update on the Kentucky Department of Agriculture. Dr. Ryan Quarles, Kentucky Agriculture Commissioner, discussed current state issues in the cattle industry and highlights from the Kentucky Department of Agriculture. Ken Adams, KCA Treasurer, gave the financial report for the Kentucky Cattlemen's Association followed by Danielle Beck with Invariant, discussing Sustainable Food Systems. Carey Brown gave a presentation on KCA Communication efforts which included Cow Country News, Livestock Advertising Network, and highlighting all the counties do to help with communications. Dave Maples wrapped up with an annual report for KCA outlining a year full of activities. Regional reports were given from meetings held that morning and election of the 2023 KCA officers followed. New officers include Andy Bishop, President; Jeff Pettit, President Elect; Randy Warner, Vice- President; Ken Adams, Secretary/ Treasurer; and Cary King, KCA Past President. Immediately after, KCA hosted a Commissioner of Agriculture Candidate Forum presenting candidates Jonathan Shell, Garrard County; Richard Heath, Graves County; and Sierra Enlow, Larue County with questions from members.



Forages

The Kentucky Forage and Grasslands Council held the Annual Forages at KCA Program. This year the Program was entitled "Recovering and Regrouping after a Tough Year". The agenda included a Welcome from Dr. Chris Teutsch with the University of Kentucky, followed by Jason Tower, Purdue University discussing Strategies for Revitalizing Drought Stressed Pastures: Experiences from Southern Indiana Purdue Agricultural Center. Dr. Katie VanValin presented to attendees about making sure their cows are getting what they need nutritionally. Dr. Ray Smith closed the program with how to Choose the Best Forage Varieties for Repairing Drought Stressed Pastures.

Ladies Program

Nearly 60 women gathered for this year's annual Ladies Program. This year the ladies learned the art and technique of watercolor painting. Suzy Smith, local artist and farm wife



out of Winchester, KY encouraged attendees to embrace their artistic side and paint what was most important to them. Creativity soared as various farm scenes were painted, making each painting as unique as the lady that painted it. Attendees were proud to have a piece of the convention to take home with

them, but most importantly, they enjoyed the fellowship of being among other Kentucky cattlewomen for an afternoon of fun and good conversations.

Evening Banquet

Friday night finished up with a wonderful steak dinner, awards, and the foundation auction. Awards were given to Blue Grass Marketing Group, Corteva Agriscience: Range and Pasture, Farm Credit Mid-America, New Holland, Tarter and Central States Testing, the Platinum Sponsors of the KCA Convention. All other sponsors were also recognized. A complete list is on page 63.

The 2023 Hall of Fame class was inducted and the winners included: Region 1; Lanny & Sheryl Boyd; Region 2; Chuck Crutcher; Region 3; Irvin Kupper; Region 4, Glenn & Doris Hill; and Region 5; Larry Clay. Please see page 54 for a complete release.

Sponsored by Farm Credit Mid-America, the 2023 Heifer Initiative Awards were also given at the Banquet. This award allows students to purchase a heifer from a KCA member in the state of Kentucky in the upcoming year. This year's winners were Tyler Lundy from Nelson County, Klaber Wolfe from Pendleton County, and Chevy Vaske from Grant County. Congratulations to these students and best of luck in the coming year! After dinner and awards the Kentucky Cattlemen's Foundation auction was held. This year a total of \$5,475 was raised during the live auction.

The Kentucky Beef Council Beef Backer Award

The Kentucky Beef Backer Award is presented to an individual or group that strives to not only showcase beef, but also educate others about the beef farmers behind it. The 2023 Beef Backer Award was presented to Bluegrass Hospitality Group (BHG). In 2004, John McNamara of BHG attended a KBC farm tour and learned about the resources the Beef Council could offer restaurants. From that event, KBC has been able to foster a

partnership with BHG, which has allowed them to develop and implement five different levels of beef training for BHG's waitstaff,

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chefs, and management each year. In addition to the dedicated trainings, BHG is committed to selling high quality beef in their 19 Drake's, 4 Malone's, 3 Harry's, 2 Prime Banquet facilities, and 1 OBC Kitchen (Old Bourbon County) in 7 different states. In a year's time, BHG sells about 437,575 pounds of beef which equates to almost 870 finished steers. Bruce Drake and Brian McCarty started Bluegrass Hospitality Group almost 25 years ago and over 10,000 folks have served their delicious beef in their restaurants.

The Kentucky Beef Council Service Awards

This year Kentucky Beef Council recognized Jon Bednarski and Shane Wiseman for their outstanding service to Kentucky's beef industry.



Jon Bednarski represented Kentucky as a United State Meat Export Federation member from 2019 – 2021. Jon's commitment to Kentucky's beef community runs deeper than his seat at USMEF as he consistently offers his time to assist Kentucky Beef Council staff. He is not only committed to raising quality cattle on his Oldham County farm, but he also enjoys sharing the beef story through his interactions with consumers at his retail beef market, connecting with health professionals to help them understand the benefits of beef, and engaging other beef farmers about the international markets. With much appreciation, KBC thanks Jon for his service to the beef industry.



Shane Wiseman represented Kentucky nationally as Cattlemen's Beef Board from 2018-2022; however, his dedication to Kentucky's beef industry was not limited to his time on the Beef Board. Shane is a fifth-generation cattle and tobacco farmer from Winchester, KY and has been involved with agriculture all his life. His grandfather bought him his first beef cow at the age of four. Since then, he continues to grow his operation while teaching agriculture and connecting the youth back to the farm at George Rogers Clark High School in Winchester. KBC appreciates Shane for his dedication to Kentucky's beef industry.

The 2023 Kentucky Beef Advocate

Amanda Hall of Georgetown, KY is no stranger to the people she interacts with on Instagram every day. From sharing her love for raising cows, crops, hay, gardening, and babies, she has definitely helped people get a little closer to the farm and the food that they enjoy. Amanda not only advocates online, but in-person too. She might wish she lived just a little farther from Lexington, but KBC is grateful that Amanda has been willing to open up their farm to health professionals, students, and more. She's also been willing to take the farm to others through a virtual farmer panel and guest appearances on television and conferences. Of course, we would be remised if we didn't recognize her support staff that star in many of Hallstead Farms and Meats Insta reels and posts, her husband, Reid, mini



boss, Charli, and baby boss, Owen. KBC would like to congratulate Amanda as the Kentucky Beef Advocate of the Year!

KJCA

The Kentucky Junior Cattlemen's Association had their annual membership meeting during the Convention. With almost 70 juniors participating in activities, KJCA Members were able to network with leaders of the industry. The morning began with a scavenger hunt in the tradeshow. Only given clues about the business, teams of juniors had to take a picture, do a dance, or show off their best cow impersonation at each booth. Juniors then received an inside look of Rupp Arena, getting a tour of the facility. Juniors then ate lunch, and participated in a Beef Leadership Townhall, a career panel where KJCA members are able to get an inside view of the careers of leaders in the industry. We would like to thank Fran McCall, Brent Tolle, and Jeff Zinner for serving as this year's panel! KJCA members then ended the day with the election of new officers and directors. They will be meeting soon to plan out events for the upcoming year. 



***Thank you
for your
donations!***

LIVE AUCTION ITEMS

ITEM	DONATED BY	PURCHASED BY
Beef Council Table & Chairs	Kentucky Beef Council	Four Kings Angus
Haandmade Wooden Tractor	Bath County Cattlemen's Association	Blue Grass Stockyards East S&B Cattle Company
PBR Rodeo - 4 Tickets	PBR Rodeo	Bluegrass Hospitality Group Tricklin Creek Farms (Adam Chunglo)
Cow Planter with Calving Supplies	Fayette County Cattlemen's Association	S&B Cattle Company Blue Grass Stockyards - Maysville
Handmade Wooden Stave Table	Marion County Cattlemen's Association	S&B Cattle Company