Kentucky Beef Industry Long Range Plan
- “To develop a coordinated and market-focused beef system which allows for improved efficiencies, reduction of costs, and recognition from the market for consistent, high quality beef.” (August 1997)

Kroger called looking for a “local” KY product
- “You have the connections. You put it together.” - Joe Hidelshime

“Get closer to the grocery store shelf.” – Wayne Hunt

“Put your assets on the table.” – Wayne Hunt
- Kentucky Beef Industry Opportunity
  - 1.2 million cows
  - Modern processing plant
  - Modern packaging equipment

Farmer Interest
Beef Mind Map Summary

Bringing Family & Friends Together
- Celebrations
- Traditions
- Memories
- Connections

Grilling/Backyard BBQs/Pool Parties
- Relaxed/Summer
- Family time/Happy memories
- A break for Mom from dinner prep
- Easy Clean-up
- Burgers

Comfort Food
- Satisfying/Filling
- Protein
- Casseroles
- Comfort to the family

Healthy/Wellness
- Organic/Natural
- Grass Fed
- Lean
- Protein
- No Hormones/ No Antibiotics

KY Cattle Farms
- Peaceful/Idyllic
- Green Pastures
- Connection to childhood
- Sadness for cow’s fate

Convenient
- Advance meal prep
- Crockpot Cooking
- BBQ
- Versatility

Variety/Versatility
- Ground Beef’s flexibility
- Mexican, Chinese, Italian
- Recipe options

‘It’s What’s for Dinner!’
- Family favorites
- Taco night
- Burgers
- Spaghetti & Meatballs

Good Value
- Ground Beef
- Economical
- Stretches $, Versatile
- Steak - expensive but worth it

Date Night
- Needed Time Together
- Staying Connected
- Indulging in steak

Beef
MISSION STATEMENT

From our hands to yours, local beef just got easier. Our fresh, natural* product is provided by Kentucky farm families who share a commitment to animal care and the environment. From farm to table, we support Kentucky cattlemen and local businesses to provide the Bluegrass with a delicious ground beef product.

*No artificial ingredients, minimally processed.
SUPPLY CHAIN DEVELOPMENT

BEEF Solutions, LLC

Kroger Distribution

Creation Gardens

Marksbury Farm Market

The Chop Shop
Beef Solutions has purchased cows from 113 individual farms across 43 counties in Kentucky. As a result, sales of Kentucky Cattlemen’s Ground Beef has placed $1,029,996.88 back on Kentucky farms through the purchase of these cows.
BEEF SOLUTIONS
PHONE: 859-278-0899
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FROM KENTUCKY FARMS TO KENTUCKY GRILLS,
LOCAL BEEF IS HERE.