



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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"United We Steak" Summer Grilling Campaign Launches

MADISON, Wisconsin — The Wisconsin Beef Council is partnering with Beef. It's What's for Dinner., funded by the Beef Checkoff, to launch "United We Steak," a national summer grilling campaign showcasing 50 steaks from all 50 states.

"United We Steak" celebrates not only a shared tradition of grilling delicious steaks, but also what makes each state unique when it comes to this beloved pastime. The idea comes to life at UnitedWeSteak.com with an interactive map of the United States made from 50 hand-cut, state-shaped steaks. The interactive map is packed full of grilling spirit, state-specific recipes and fun facts that can help consumers nationwide "beef up" grilling season this summer.

Underpinning the campaign is a recognition that across all 50 states, there is a universal love of beef sizzling on a summer grill. According to research conducted by Beef. It's What's for Dinner., which is managed by the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, nearly one-third of consumers say that they plan to grill more this summer than they have in the past.

While every state has special traditions and recipes when it comes to grilling beef, some of the unique information featured about Wisconsin on UnitedWeSteak.com includes:

Recipes: Balsamic and Blue Cheese Steak Sandwich

Wisconsin Farmer Feature: Jim and Sarah Peterson, Kewaskum, Wisconsin

State Facts: While Wisconsin leads the nation in the production of snap beans, cranberries and ginseng, the meat industry is still at the heart of the state. In fact, the Green Bay Packers name originated from a meat packing company.





"There's nothing like the sound and smell of beef sizzling on the grill during the summer grilling season," said Eric Johnson, beef producer from Dane, Wisconsin, and chair of the Wisconsin Beef Council Promotion Committee. "United We Steak' not only celebrates a love for grilling that brings families together, but also the beef farmers and ranchers who work hard every day to keep beef on grills all summer long."

As part of the campaign, the state and U.S.-shaped steaks will be featured in national advertisements, including still images and videos that will be shared on digital and social media platforms. The advertisements will also be shared on video platforms including YouTube and Connected TV in an effort to inspire Americans to grill up their favorite beef meal no matter where they live. Wisconsin is getting in on the fun too with localized advertisements that will reach proud Wisconsin grill masters.

The campaign follows the kickoff of summer grilling season, which Beef. It's What's for Dinner. marked with a new video released Memorial Day weekend showcasing the dedication of farmers and ranchers to raising safe, sustainable and nutritious beef. It concludes with the simple declaration: "Summer Grilling Season Brought to You by Beef Farmers and Ranchers."

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The Wisconsin Beef Council is a producer-directed not-for-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.

