



NEWS RELEASE

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FOR IMMEDIATE RELEASE

April 17, 2023



Beef Leadership Institute welcomes inaugural members

VERONA, Wis. – Thirteen representatives from all facets of Wisconsin’s beef industry were selected to participate in the first Wisconsin Beef Leadership Institute hosted by the Wisconsin Beef Council and the Wisconsin Cattlemen’s Association.

“We are incredibly impressed with the quality and diversity of applicants in this first year of the Wisconsin Beef Leadership Institute,” Kaitlyn Riley, Wisconsin Beef Council director of communications and outreach said. “From dairy and beef farmers to leaders in the food service industry, the beef supply chain is well represented. They are eager to learn, and it’s our goal to enhance their spokesperson development.”

Members of the class include: Amelia Hayden, Hixton; Annie Benzine, Sun Prairie; Becca Hilby, Hazel Green; Britt Meyers, Rice Lake; Danelle Miller, Watertown; Jared Geiser, Portage; Leeza Kostka, Strum; Mary Fronck, Antigo; Nicholas Gonring, Sussex; Rachel Harmann, Algoma; Rachel Schroeder, Watertown; Rebecca Poppy, Omro; and Tyler Fortun, Westby.

The Wisconsin Beef Council hosted the first of four quarterly workshops in the Madison area this April. Institute members toured the UW Meat Science and Animal Biologics Discovery Building, witnessed a retail cutting demonstration, and watched a shear force test of different types of beef to test tenderness.

Following the tour, the group received an overview of the Wisconsin Beef Council and resources made available through the Beef Checkoff. The National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, offered spokesperson development that focused on crafting messages, working with media, and creating social media content. Lastly, the Beef Leadership Institute visited WISC-TV to watch a news broadcast in studio and have a Q&A session with Madison anchors and reporters.





This collaborative effort is divided between the Wisconsin Beef Council and Wisconsin Cattlemen's Association. Each will host separate workshops during the quarterly sessions. After completing a year of training, institute graduates will join an esteemed group of alumni and will be called upon to assist the Wisconsin Beef Council and/or Wisconsin Cattlemen's Association. Such duties may include responding to media requests, identifying local media contacts, being a voice to consumers and educators, encouraging participation in the Masters of Beef Advocacy program, ensuring the voice of the cattle industry is heard, or providing aid for any other needs that may arise.

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The Wisconsin Beef Council is a producer-led non-profit organization funded by the \$1.00 per head Beef Checkoff. Half of the dollar remains in Wisconsin for local beef promotion, while the other half is used by the Cattlemen's Beef Board to fund national projects. The purpose of the Council is to fund beef promotion, research and consumer education activities to grow beef demand and support 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.

The Wisconsin Cattlemen's Association is a trusted leader in the Wisconsin beef industry and gives a voice to Wisconsin's beef producers on a local, regional and national level. Cattlemen and women can count on the WCA to protect their backs when it comes to legislation impacting beef farms. The association works closely with many industry partners to maintain a positive business environment for cattlemen through leadership and education. Become a member to ensure a viable Wisconsin beef industry now and in the future.





Back Row Left to Right: Amelia Hayden, Nicholas Gonring, Danelle Miller, Mary Fronek, Jared Geiser, Britt Meyers

Front Row Left to Right: Rachel Schroeder, Becca Hilby, Leeza Kostka, Rebecca Poppy, Annie Benzine

(Missing is Rachel Harmann)