



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

June 28, 2023

## May Beef Month race raises \$2,500 for Feeding Wisconsin

**MADISON, Wis.** — The Wisconsin Beef Council presented Feeding Wisconsin with a \$2,500 donation to purchase beef for families in need.

“Our farmers are committed each and every day to caring for their animals and ensuring that we have wholesome, delicious beef on the plates of our consumers across the state,” Wisconsin Beef Council Executive Director Tammy Vaassen said. “As we recognize challenges that some families do run into from time to time in putting that nutritious protein onto plates for their families, this gives us the opportunity to ensure that kids have access to beef that is providing protein, zinc, iron, choline, and a number of B vitamins to help them grow healthy minds and bodies.”

The presentation took place at Second Harvest Foodbank of Southern Wisconsin, one of six Feeding Wisconsin member food banks that will benefit from the gift. This donation is part of a commitment from the Wisconsin Beef Council and partners Wisconsin Farm Bureau Federation and the Farm Wisconsin Discovery Center to donate proceeds from the 3rd Annual Burgers & Buns Fun Run. Dozens of participants competed in-person and virtually to celebrate May Beef Month and salute Wisconsin Beef farmers. The in-person event took place at the Farm Wisconsin Discovery Center Saturday, May 20.

Feeding Wisconsin is the state association of the six regional Feeding America affiliated food banks that provide food to almost 1,000 local food programs in all 72 Wisconsin counties.

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The Wisconsin Beef Council is a producer-directed non-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.



# Wisconsin BEEF COUNCIL



From L-R: Wisconsin Beef Council Board Member Hannah Statz, Feeding Wisconsin Board President Michelle Orge, Wisconsin Farm Bureau Executive Director of Public Relations Amy Eckelberg, Wisconsin Beef Council Executive Director Tammy Vaassen.