



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Wisconsin Beef Council hosts Masters of Beef Advocacy competition

VERONA, Wis. — The Wisconsin Beef Council is excited to introduce its inaugural Masters of Beef Advocacy (MBA) competition, inviting Wisconsin high schools and collegiate organizations to participate.

MBA is a go-to program for training and resources to be a strong advocate for the beef community. This free, virtual, self-guided course provides the tools and resources to answer tough questions about beef and raising cattle. The full program takes approximately 3.5 hours to complete and includes five sessions that address environmental sustainability, beef nutrition, animal welfare, and beef safety while taking participants through the beef lifecycle.

High school classrooms and collegiate organizations can win a beef certificate for an end-of-the-year cookout with their students and members for completing MBA in the 2023-2024 academic year.

How to Enter:

High School: Every Wisconsin high school instructor who has at least five students complete the MBA by May 1 will be entered into a drawing to earn the beef gift certificate for a classroom cookout. Email the list of at least five students who completed the program to kriley@beeftips.com by May 1, 2024.

College Organizations: The state's collegiate organizations will battle head-to-head to have the most MBA completions. Email the organization's name and member names who finished the MBA to kriley@beeftips.com to get on the scoreboard. The organization with the most MBA graduates by April 15 will earn a beef gift certificate. Competing groups can track of their progress by following along on the MBA Collegiate Competition page found at beeftips.com/about-us/upcoming-events.

To enroll in MBA, visit mba.beeflearningcenter.org.

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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.

