

WISCONSIN BEEF COUNCIL

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WBC CONTINUES PARTNERSHIP WITH USMEF



The Wisconsin Beef Council (WBC) has been investing Beef Checkoff dollars into growing demand for beef in foreign markets for several years. In 2023, and continuing into 2024, WBC was able to extend efforts and investments with the U.S. Meat Export Federation (USMEF) through grant funding provided by the Wisconsin Department of Agriculture, Trade and Consumer Protection's (DATCP) 'Ag Export Initiative.' WBC received two grants from the initiative to educate foreign buyers about beef production in Wisconsin and the characteristics of beef harvested in-state that is available for export.

demonstrations, helping them understand how to maximize yield while properly portioning a variety of cuts. They were also able to taste, smell and feel the quality of U.S. beef through blindfolded sensory demonstrations.

Terry & Ardel Quam, beef producers from Lodi, attended the workshops in Santo Domingo. "We had the chance to interact with the importers and their customers and chefs, who were really engaged in learning," Terry said. He continued, "I shared our story about cattle care and the focus on producing quality beef. There's a lot of beef served on restaurant menus in the Dominican, so that market holds strong potential to grow our export footprint."

Tammy Vaassen, WBC Executive Director, and Jeff Swenson, Livestock & Meat Specialist at DATCP, attended USMEF's Strategic Planning Conference last November, which highlighted their international program activities. USMEF Senior Vice President of Industry Relations John Hinners led a discussion about how they are able to leverage industry investments in export markets, bringing together producer-funded Checkoff dollars with U.S. Government dollars, including the Market Access Program (MAP) dollars through the USDA Foreign Agriculture Service. For many promotional activities that USMEF implements, importers, retailers and other industry partners also make significant financial commitments, thereby extending the U.S. industry's reach in key markets. He pointed to a recent Texas A&M study that found every dollar invested in USDA export market development programs returned an average of \$24.50 to the industry.

Jihae Yang, USMEF vice president for the Asia Pacific, emphasized the analytical approach USMEF uses to develop specific marketing strategies. Knowing where and how to invest is critical, she said, and working in-country enables USMEF staff to analyze individual markets, understand supply chains and build long-term relationships with businesses. ■

One of the grants funded a trade team of Japanese foodservice buyers who traveled to Wisconsin and toured farms, beef plants and retail stores. Efforts will continue in 2024 with an educational session in Japan which will feature a cutting demonstration, a Wisconsin farmer will share his or her farm story, and a chef will showcase the latest cooking trends in that market.

In addition, WBC invested funds from the second grant, along with Beef Checkoff dollars, to host several blind tasting events for importers in the Central American region in 2023. During these workshops, participants had a chance to view beef primal cutting

MASTERS OF BEEF ADVOCACY COMPETITION



The Wisconsin Beef Council is excited to introduce its inaugural Masters of Beef Advocacy (MBA) competition for high school classrooms and collegiate students

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.

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

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.

Visit BeefTips.com for more information! ■

RADUNZ TO LEAD WISCONSIN BEEF COUNCIL BOARD



The Wisconsin Beef Council Board of Directors elected new leadership to guide the Beef Checkoff program in the state.

Dr. Amy Radunz of Ellsworth, Wisconsin will lead the 23-member board as president for the next two years. Radunz is a beef cattle technical specialist and serves on the board

through appointment by the Wisconsin Cattlemen's Association. She also raises stocker cattle on her farm in Pierce County. Radunz accepted the president's role following Rosie Lisowe, a dairy farmer from Chilton, Wisconsin who completed her two-year term.

"I feel privileged to serve on the Wisconsin Beef Council Board and look forward to leading for the next two years as President," Radunz said. "We face a challenging next two years with less Beef Checkoff revenue due to lower cattle numbers, and therefore, it is important to oversee the investment of these checkoff dollars in programs that will continue to build beef demand."

Radunz also serves on the Wisconsin Agricultural Export Advisory Council. This council guides initiatives to promote the export of Wisconsin's agricultural and agribusiness products. She brings these experiences to the table to aid in Wisconsin Beef Council's mission.

"The staff of the Wisconsin Beef Council continues to deliver excellent programs that promote the multiple advantages of beef, grow consumer trust in beef production, and drive beef exports," Radunz said. "I am very excited about the opportunities we have to grow exports with our investments in U.S. Meat Export Federation and the additional grant dollars from the Wisconsin Ag Export Council."

Radunz will also act as the Federation of State Beef Councils director on behalf of Wisconsin. Lisowe will continue to serve on the Executive Committee as past president.

The Wisconsin Beef Council Board is made up of individuals appointed by statewide organizations to serve three-year terms. Those individuals either pay the Beef Checkoff and/or collect the Checkoff. Wisconsin Beef Council's mission is to build beef demand that is sustainable for future generations. ■

WISCONSIN BEEF COUNCIL JOINS EFFORT TO IMPROVE SPORTS NUTRITION FOR STUDENTS

The Wisconsin Beef Council has joined with the South Dakota Beef Industry Council, Sanford Health and the Sanford Sports Science Institute in a comprehensive sports nutrition program that will help prepare Wisconsin students for participation in sports. The Build Your Base program utilizes beef as its premier protein to prepare young athletes and their families for a successful sports season.

With ready-to-use materials, best-in-class sports nutrition, and high-quality protein to support optimal performance, the Build Your Base program includes recipes and meal plans, actionable advice and nutrition encouragement for coaches and students. The evidence-based tips and strategies for using protein to support muscle growth and recovery are focused on both performance and health, helping student athletes perform better and live healthier lives.

"This is a community-based effort that will provide the information and resources necessary to support the health and efforts of Wisconsin student athletes," says Tammy Vaassen, Executive Director for the Wisconsin Beef Council. "Build Your Base has been a huge success to coaches and students in other states where schools have adopted it. It not only builds lifelong healthy eating habits for student athletes but shows how beef is a great protein to integrate into those habits."

Wisconsin Beef Council is looking for local high schools with dedicated athletic directors, coaches and local beef farmers who could lead a pilot program in our state. If you've got a local school district in mind, please contact Vaassen at 608-833-9940 or tvaassen@beeftips.com. ■



To sign-up for monthly e-updates from the Wisconsin Beef Council, please visit BeefTips.com/Cattlemens-Corner.

