

Wisconsin Beef Council FY2008 Expenditures

Beef Certificates Sold - \$1,155
Beef Board - \$694,492
Federation of State Beef Councils - \$80,000
State of Origin - \$488,604
Promotion - \$355,601
Consumer Information - \$183,482
Compliance - \$918
Producer Communications - \$36,449
Industry Information - \$40,406
Research - \$13,210
Non-program Administration - \$116,301
Excess Revenue over Expenses - (\$135,116)
Interest Revenue - (\$7,609)
Sale of Fixed Assets - \$753
Total - \$ 1,868,646

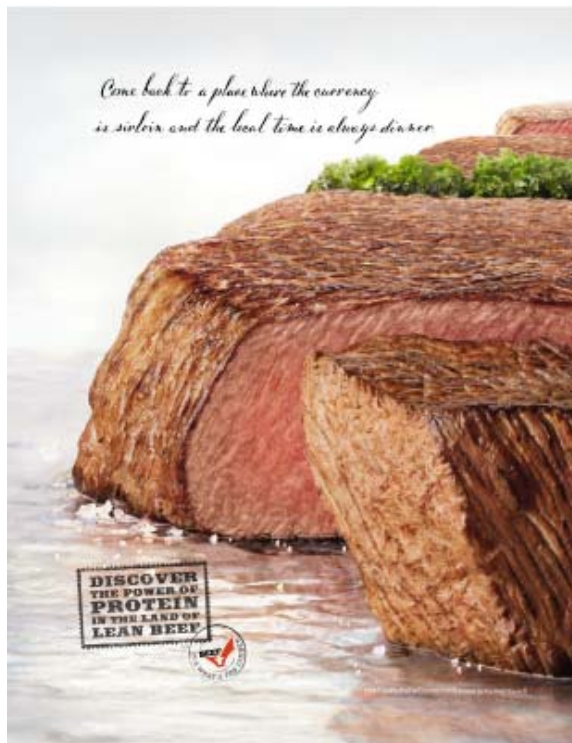
2009 Wisconsin Beef Council Board of Directors

Chuck Adami, President, Baraboo, 608-356-8311, *Equity Cooperative*
Gregg May, Pres. Elect, Mineral Point, 608-574-0719, *WI Cattlemen's*
Marty Andersen, New Glarus, 608-527-6107, *WI Cattlemen's Assoc.*
Chuck Born, Sheboygan Falls, 920-467-6684, *Nat. Farmer's Org.*
Les Danielson, Cadott, 715-289-3457, *WI Farmer's Union*
Lloyd DeRuyter, Cedar Grove, 920-668-6207, *WI Farm Bureau*
Lois Federman, Mineral Point, 608-987-2097, *WI Cattlemen's Assoc.*
Byron Freeman, Whitewater, 262-473-3089, *WI Cattlemen's Assoc.*
Norm Fruit, Viola, 608-538-3391, *Equity Cooperative*
Jerry Groehler, Watertown, 920-925-3450, *WI Veal Grower's Assoc.*
Hank Handzel, Cottage Grove, 608-839-5207, *WI Cattlemen's Assoc.*
Cal Herrmann, Eden, 920-477-2711, *WI Assoc. of Meat Processors*
Dave Johnson, Baraboo, 608-356-8311, *Equity Cooperative*
Jeff Jones, Green Bay, 920-436-6485, *American Foods Group*
Chris Landwehr, De Pere, 920-337-0421, *WCA Representative*
Karl Merow, Sparta, 608-272-3624, *Equity Cooperative*
John Miller, Reeseville, 920-927-2124, *Milwaukee Stockyards*
Kathy Miller, Bristol, 262-857-7168, *WI CattleWomen*
Patrick O'Brien, Eden, 920-477-2073, *WI Livestock Dealers*
Robert Robbins, Fall River, 920-484-3392, *Milwaukee Stockyards*
Dean Strauss, Sheboygan Falls, 920-467-1357, *Professional Dairy Producers of Wisconsin*
Lawrence Traun, Durand, 715-672-5524, *Central Livestock Exchange*
Dr. Robert Walton, DeForest, 608-846-2104, *WI Cattlemen's Assoc.*
David Wilke, Ripon, 920-748-3580, *Equity Cooperative*

Ex-Officio Members

Pat Kilsdonk, Marathon, 715-573-2087, *NCBA Veal Fed. Director*
Mark Riechers, Darlington, 608-762-5313, *Cattlemen's Beef Board*
Jeff Sindelar, Madison, 608-262-0555, *University of Wisconsin*
Jeff Swenson, Madison, 608-224-5082, *WI Dept. of Agriculture*
Nancy Thomas, Cobb, 608-623-2544, *Cattlemen's Beef Board*
Steve Van Lannen, Green Bay, 920-436-6485, *Immediate Past Pres.*

Wisconsin Beef Council 2008 Annual Report



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President's Letter

Dear Wisconsin Beef and Veal Producers,

We at the Wisconsin Beef Council have completed another year and present under this cover our annual report. Our activities in partnership with the Cattlemen's Beef Board, revolve around the promotion and research of beef and veal products as outlined in the Beef Check-off Act and Order of 1985.

On the promotion side we directly or in partnership with the Cattlemen's Beef Board include efforts in advertising beef and veal products; development of new beef and veal products; creation of new and innovative ways to utilize beef and veal products as a part of a healthy diet; and provide information to an ever-changing consumer base.

While promotion is very important, our efforts in research are equally important. Research in the area of food science and, leading to providing an ever increasing healthy product to consumers are just two of the goals we strive towards.

In order to accomplish the above programs we at the state level are required to monitor and collect mandatory check-off funds, while utilizing these funds in the most efficient and productive manner as possible. The Wisconsin Beef Council Board of Directors, comprising of individuals representing various beef and veal producers and industry organizations are dedicated to providing the leadership necessary to accomplish these goals. The professional staff provides the expertise and diligence to carry out the programs as outlined by the Board of Directors.

Although the past year provided its share of challenges, primarily surrounding a decrease in the operating budget, we were able to remain on a course towards providing the most efficient use of funds to further the interests of all beef and veal producers.

In taking the time to review this year's annual report I am sure you will join me in thanking both the Board of Directors and the staff for their successful efforts this past year.

Respectively,
Charles Adami
Wisconsin State Beef Council President



RETAIL

The Wisconsin Beef Council hosted over 40 Supervalú independent retailers for a daylong beef-training seminar, called Beef Training Camp. Beef Training Camp is the perfect resource to keep supermarket meat departments up-to-date on current industry trends, cooking applications and safe-handling practices. Topics covered during the training were: beef nutrition; beef basics for retailers; retail consumer trends; and cooking. Nine different recipes were demonstrated. This training equipped the attendees with the information they need to give their consumers what they want in the beef meat case and the ability to answer consumers' cooking questions, which will help to increase beef sales.



FOODSERVICE

In a continuing effort to find new ways to add value to the chuck and round, Wisconsin producers through the beef checkoff traveled to Chicago with Chef R.C. Schroeder from Big

Tomatoes restaurants in Neenah and Green Bay to test drive some of the "second generation" beef value cuts. These new cuts come from the Chuck Roll and come with names like the Denver Cut, the Delmonico Steak, the Sierra cut and the Country Style Boneless Beef Ribs. While they were in Chicago, the 20 chefs from eight different states were shown how the chuck roll is broken down into these new cuts and then they had the chance to partner with another Chef and actually cook two of these cuts using their preferred cooking style. This training led to a meeting with the Fox Valley ACF chapter where we showed their members how to cut the new cuts and then we served two of the cuts during their meal at the end of the meeting. Only one of the chef's in attendance was familiar with these cuts and had used them. But several said they were going to try them and would consider adding them to their menus.

VEAL

Wisconsin Beef Council funded a veal farm tour for graduating student chefs from Kendall College in Chicago, Illinois. The beef council in conjunction with members of the Wisconsin Veal Growers Assoc. spent time familiarizing the students about the veal industry; the utilization of dairy and cheese by-products in the feeding and raising process; and how veal is used in foodservice and retail supermarkets. Tom Green and Pat Kilsdonk gave excellent presentations on the raising of veal, including the group housing concept. Tom Green and Chris Landwehr gave tours of their veal barns and fed the calves while the students were at the farm. The students asked many great questions and were heard saying that they have a different impression of the veal industry than what they did before they went on the tour. It was a very successful day. The Dean of Culinary Students at Kendall College wants to schedule his two graduating classes for the coming year for similar tours.

Staff

John Freitag, *Executive Director*
Angela Horkan, *Director of Marketing*
Deana Foster, RD, *Director of Nutrition*
Ardel Quam, *Director of Compliance and Office Manager*
Virginia Hazlett, CHE, *Consulting Home Economist*