



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Create meaningful moments this May Beef Month

VERONA, Wis. — As the scent of barbeque and family dinner fills the air, Wisconsin proudly welcomes May Beef Month, a time to honor the dedication, collaboration, and unmatched flavor that defines the beef industry.

In Wisconsin, cattle are raised by a community that spans from pasture to plate. This economic powerhouse is the cornerstone of our agricultural heritage made up of many key players.

1. **Local Farmers:** At the heart of Wisconsin's beef industry are 22,777 beef and dairy farms¹ where generations have worked the land and raised cattle with care and dedication. These farmers take pride in their craft, nurturing their herds to produce the highest caliber beef for consumers. Families can trust the people behind the product. In fact, 85 percent of beef comes from Beef Quality Assurance certified farmers and ranchers² who use science-based practices to assure cattle well-being, beef quality, and safety.
2. **Meat Processors:** From small-scale butcher shops to state-of-the-art processing facilities, Wisconsin boasts a network of more than 500 processing partners³ who play a crucial role in bringing beef from farm to table. They directly employ more than 43,000 people in their communities³. These processors uphold strict safety protocols, ensuring every cut of beef meets the highest industry standards.
3. **Beef Retailers:** Wisconsin's retailers are essential conduits between farmers and families, offering a diverse array of beef products to satisfy every palate. Whether it's the neighborhood butcher, a supermarket grocer, or a bustling farmers' market, retailers play a vital role in bringing this premium protein to plates.
4. **Restaurants:** Restaurants create meaningful moments and drive culinary innovation. They work closely with beef suppliers, farmers, and distributors to keep delicious beef options on their menus for any date, celebration, or family night out.
5. **Customers:** Ultimately, the success of Wisconsin's beef industry depends on the support and satisfaction of its customers. By choosing beef, consumers not only enjoy unrivaled taste but also contribute to the sustainability and vitality of their communities.

This May Beef Month let's come together to celebrate the rich heritage and unparalleled taste of beef. Wisconsinites can explore the diverse range of products available and share beef-inspired





creations on social media using #MayBeefMonth. A list of Wisconsin farms selling beef directly can be found on the [Wisconsin Local Beef Directory](#). Visit [BeefTips.com](#) for more beef recipes, nutrition information, and farmer stories.

Let's collaborate to savor the flavor and spirit of beef, because working together truly brings more to the table.

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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.

Sources:

1. U.S. Department of Agriculture, 2022 Census of Agriculture
2. National Cattlemen's Beef Association
3. Wisconsin Department of Agriculture, Trade and Consumer Protection

