



### Wisconsin Beef Council Reaches Consumers Online

The Wisconsin Beef Council (WBC) made over 6.6 million digital impressions with Wisconsin consumers promoting beef in fiscal year 2018, which ended September 30<sup>th</sup>. WBC placed digital banner ads on website and social media platforms most frequently visited by older-millennial parents, age 22-45, that are food and health involved. These ads promoted beef recipes, with monthly themes that included holiday, tailgating, comfort foods and more; the benefits of including beef in a healthy lifestyle; and showcased a different Wisconsin beef farmer each month and how they raise beef in our great state.

Millennial consumers use the internet for recipe selection and to gather information that they use to make food purchases. By utilizing the websites they visit, and the social media platforms they use daily, Wisconsin Beef Council and the Beef Checkoff generated over 487,000 engagements. In turn, we were able to drive 52,500 new users to our website and increase our social media followers by 25%. All while keeping BEEF top-of-mind!! Be sure to follow us on Facebook @Wisconsinbeef and Instagram @wibeef tips, or go to the Wisconsin Beef Council website at <https://www.beef tips.com/> to view our recipes and farm features!

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*The Wisconsin Beef Council is a producer-directed not-for-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 from around the state.*

