



Educating High School Students with Beef in the Classroom

Wisconsin Beef Council (WBC) continues to support high school Family and Consumer Science, agriculture and ProStart classes with Beef in the Classroom grants. In the Council's FY 2019 budget, so far 89 grants have been awarded to teachers across the state. These grants will impact over 8,300 Wisconsin students.

The grants provide opportunities for teachers to purchase fresh beef to incorporate into their classrooms through activities, worksheets and lectures. Additional tools are provided to teachers to help tell beef's story from farm to fork. Educating students about where their food comes from and who is raising it helps to develop future consumers who can feel confident in the grocery store and at the meat counter.

Part of the grant also allows teachers to request WBC Dietitian Sarah Agena to visit the classroom and speak to students about the beef industry and beef nutrition. In 2018 Agena visited seven high schools with a total of 375 students. Most of the presentations include a cooking segment where the students prepare a quick, healthy ground beef recipe. Recipes that have been used include Buffalo Style Tacos and Ground Beef and Pasta Skillet Primavera.

Beef in the Classroom has continued to grow each year and is a main priority in 2019. By reaching out to high school students WBC has the opportunity to teach future consumers about the benefits of beef and discussing the beef industry and the myths associated with farming practices today. Some of the topics covered in the presentation include the lifecycle of an animal, antibiotics, hormones, feeding practices, the different ways to raise beef and beef nutrition. All classes have been interactive, and the students stay engaged by asking questions about the beef industry and where their food comes from.

The teachers appreciate the opportunity of having experts in the beef industry educate their students and have put in speaking requests each semester. Beef in the Classroom has provided WBC with the opportunity to educate the future consumer and to keep beef as part of a healthy plate.

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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.