



Checkoff Sponsors Best of Beef Award

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Tammy Vaassen, Executive Director

The Wisconsin Beef Council recently sponsored the 'Best Beef Entrée' award at the Wisconsin Restaurant Association (WRA) Education Foundation's ProStart Invitational.

The sponsorship encourages high school teams to use beef as their main entree for the culinary contest, helping them expand their knowledge of beef products while developing a unique and creative beef recipe.

In the ProStart Invitational, teams of high school students enrolled in the Wisconsin ProStart Program compete for scholarship dollars and a trip to nationals in two high-energy competitions - Culinary and Management.

Overall, the culinary event brought in 18 high school student teams, consisting of nearly 100 students, to compete. In the culinary contest, teams of four students are given one hour to prepare a three-course meal. Teams are judged on knife skills, team work, sanitation, safety, menu presentation and taste. The winner of the Best of Beef Entree, and the overall contest winner, was Greendale High School, with their Supper Club Filet A La Oscar entree. They will now go on and compete at the national contest in Washington, D.C. Other beef entries included Barbecue Beef Bites, Pan-Seared Hanging Tender Steak, and Filet Mignon with Crispy Polenta.

The ProStart competition provides these young professionals with foodservice industry experience and helps prepare them with hands-on skills to enter the workforce. Students participating at the Wisconsin ProStart Invitational demonstrate their knowledge of, passion for, and creativity in the restaurant industry through the culinary competition. Participation reinforces the skills and knowledge learned from the ProStart program and the Foundations of Restaurant Management and Culinary Arts curriculum.

2020 BEST OF BEEF ENTREE WINNERS

The team from Greendale High School brought home the 2020 Best of Beef Award in the Wisconsin Restaurant Association (WRA) Education Foundation's ProStart Invitational. Their Supper Club Filet A La Oscar entree (pictured above) also topped the overall contest.





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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 around the state of Wisconsin.

