



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## Wisconsin Beef Council Hires Kaitlyn Riley as Director of Communications and Outreach



**VERONA, Wis.** — Kaitlyn Riley, of Gays Mills, Wisc., has been hired by the Wisconsin Beef Council to serve as their Director of Communications and Outreach. Riley graduated from the University of Wisconsin-Madison with a Bachelor of Arts in Strategic Communications and Broadcast Journalism. She started her role on April 12.

She was raised and has been actively involved in her families' 70-cow dairy farm, where she plays a role in caring for livestock as well as creating social media posts to help connect and educate urban audiences about dairy and beef production. Previously, she has worked for Mid-West Family La Crosse as a farm news reporter, new anchor, and morning show co-host, and was the 71<sup>st</sup> Alice in Dairyland.

"I am extremely excited to join the Wisconsin Beef Council in this role and share the stories of those who are committed to sustainably raising cattle to provide a safe, essential protein source for families," Riley said. "I look forward to meeting with our local farmers and inviting consumers to join me in this journey of learning about our state's esteemed beef industry."

In her role as Director of Communications and Outreach for the Wisconsin Beef Council, Riley's responsibilities will include oversight of producer and consumer communications, Farm to Fork tours, and efforts to educate Wisconsin consumers about beef production in Wisconsin.

"We are excited to have Kaitlyn joining our staff to continue the Wisconsin Beef Council mission of building demand for beef," said Wisconsin Beef Council's Executive Director, Tammy Vaassen. "She brings a strong agricultural background, and combined with her communications degree and previous efforts to promote Wisconsin agriculture, Kaitlyn's skill set fits well with our programs."





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 from around the state.

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