



NEWS RELEASE

Contact:

Brooke Roberts
Director of Communication and Outreach
Office: 608-833-9944 | Cell: 920-901-5165
broberts@beeftips.com

FOR IMMEDIATE RELEASE

May 2020

Wisconsin Beef Ambassador Team Selected

MADISON, Wisconsin — The Wisconsin Beef Council's first state beef ambassador team has been selected through the brand-new Wisconsin Masters of Beef Advocacy Program.

All Wisconsin Masters of Beef Advocacy (MBA) graduates were encouraged to apply to serve on this elite group of beef ambassadors for the 2020-21 year. The following individuals have been selected to spend the next year working closely with the Wisconsin Beef Council, receiving further advocacy training and serving as a voice for Wisconsin's beef producers:

Arin Crooks, Lancaster

Annah Dobson, Galesville

Cassandra Garcia, Janesville

Alissa Grenawalt, Beloit

Rachel Harmann, Algoma

Dani Heisler, Viroqua

Brady Zuck, Ladysmith

Designed to extend the checkoff-funded national Masters of Beef Advocacy program, the Wisconsin Masters of Beef Advocacy Program exists to extend the reach and impact of the Wisconsin Beef Council through the voices of Wisconsin beef farmers and industry members themselves. This ambassador team will receive additional advocacy training and





educational opportunities in order to best prepare them for advocacy efforts in classrooms across the state, at promotional events, via social media, blogging and responding to media requests.

###

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.

