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Wisconsin Leaders Attend Cattle Industry Summer Conference



Pictured L to R: Tammy Vaassen (Wisconsin Beef Council Executive Director), Lloyd Deruyter and Terry Quam (Cattlemen's Beef Board members) and Arin Crooks (Federation of State Beef Councils member)

Several Wisconsin beef industry leaders attended the Cattle Industry Summer Business Conference in August in Denver. The cattle industry comes together twice a year to discuss current issues as a group, to work on programs and initiatives, and to set the course the industry should take with various projects for the betterment of the beef cattle industry.

The focus for the Beef Checkoff committees at this meeting is to prioritize projects from national contractors that will continue to drive beef demand in the next year. There are five national [Beef Checkoff Committees](#): Consumer Trust, Export Growth, Innovation, Nutrition and Health, and Safety. Each committee meets over two days – where they hear from a number of contractors, including the U.S. Meat Export Federation, National Cattlemen’s Beef Association, American Farm Bureau Foundation for Agriculture, and North American Meat Institute. Committees are made up of beef industry producer leaders from the Cattlemen’s Beef Board (CBB) and the Federation of State Beef Councils.

After hearing presentations from the proposed contractors, committee members have the opportunity to ask questions, discuss how the projects fit with the [Beef Industry Long Range Plan](#), and make suggestions on how the projects could be modified. The projects are ranked by committee members, and the rankings and comments are forwarded to the [Beef Promotion Operating Committee](#) for consideration in funding for the upcoming fiscal year. The BPOC will meet in September to set the checkoff budget for fiscal year 2020.

Wisconsin is well represented on the Checkoff committees – Bob Mitchell and Lloyd Deruyter, Cattlemen’s Beef Board members serve on the Safety Committee; Terry Quam, Cattlemen’s Beef Board member, serves on the Export Growth Committee; Arin Crooks, Federation of State Beef Councils member, serves on the Innovation Committee; and Tammy Vaassen, Wisconsin Beef Council Executive Director serves as an ex-officio member of the Export Growth Committee. Mitchell also serves on the Beef Promotion Operating Committee.

Participants in the Summer Business Meeting also had the opportunity to get updates on current year checkoff projects, including the Chuck Knows Beef platform introduced this year to give consumers a tool to ask questions about beef purchasing, preparation, and nutrition; outreach activities to dietitians, chefs, and retail outlets; Veal and Beef Quality Assurance programs; and Beef it’s What for Dinner advertising.

Cattle industry leaders also had the chance to hear the latest results from the Beef Checkoff Return on Investment study, which measures the return on beef producers’ and importers’ investments into the national portion of the Beef Checkoff program. The study was conducted by Dr. Harry M. Kaiser, the Gellert Family Professor of Applied Economics and Management at Cornell University. His results showed that for every dollar invested in Cattlemen’s Beef Board Checkoff activities over the period, 2014-18, returned \$11.91 to beef industry producer profit. In addition, had there not been any domestic CBB demand-enhancing activities over the latest 5-year period, total domestic beef demand would have been 14.3% lower than actual. To view the full results of the study, [click here](#).

The Summer Business Conference provides state leaders the opportunity to network, provide input into national programs, and to bring ideas back to Wisconsin for consideration in the Wisconsin Beef Council checkoff programming.

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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.