



NEWS RELEASE

Brooke Roberts
Wisconsin Beef Council
Director of Communication and Outreach
608-833-9944
broberts@beeftips.com

FOR IMMEDIATE RELEASE

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10,000 Pounds of Ground Beef Donated to Feeding Wisconsin

VERONA, Wis. — Rural Mutual Insurance and Wisconsin Farm Bureau Federation announced that the Wisconsin Beef Council had joined them as a partner in raising awareness for the Wisconsin Food and Farm Support Fund.

Through this awareness, American Foods Group generously donated 5,000 pounds of ground beef to Feeding Wisconsin. The Wisconsin Food and Farm Support Fund stepped up and matched the donation with an additional 5,000 pounds of beef, bringing the total donation to 10,000 pounds. The ground beef was distributed to food banks across the state. This donation will help neighbors in need during these challenging times, and to support Wisconsin's cattle farmers who are working hard every day to ensure that their high quality, nutritious beef is readily available.

To learn more about how to donate to support further purchases of beef and other Wisconsin food products through the Farm and Food Support program, go to [Rural Mutual's website](#) or the [Wisconsin Farm Bureau Federation's website](#).

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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.

