



NEWS RELEASE

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FOR IMMEDIATE RELEASE

September 2020

Beef in the Classroom Program Reaches over 6,500 Wisconsin Students

VERONA, Wis. — Although the 2020 school year was completed virtually, the program still supported beef learning opportunities for over 6,500 Wisconsin students from 58 different schools.

Every year, the Beef in the Classroom Program provides financial support for the use of beef products in junior and senior high school family and consumer science courses; and offers a library of educational resources to teachers as supporting material for beef lessons in the classroom.

Although the 2020 school year was completed virtually, the Beef in the Classroom program was still able to support beef learning opportunities for over 6,500 Wisconsin students from 58 different schools. Several teachers who were unable to use their grant funds to purchase beef for teaching labs utilized their grant dollars to purchase and donate beef to families in need in their respective school districts.

In the upcoming school year, Beef in the Classroom grants will be awarded on a semester-by-semester basis. Fall grant applications will be due by October 1, 2020, and approved teachers must use the awarded grant dollars during the fall semester and submit receipts in late December.

A second round of applications will re-open in early January, allowing for some flexibility in regards to the changing status of in-person versus virtual learning for different school districts. Current program information can be found here: <https://www.beeftips.com/education/beef-in-the-classroom>.

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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.

