



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Fall Beef in the Classroom Grants Awarded

VERONA, Wis. – WBC pre-approves over \$11,000 in Beef in the Classroom grants to support beef learning opportunities for over 5,000 students in 79 Wisconsin schools during the fall semester. The Wisconsin Beef Council (WBC) offers the Beef in the Classroom grant program to help teachers buy beef products to be used in their high school Family & Consumer Science and Agriculture classes across the state. This program allows teachers to strengthen their lessons about lean beef selection, storage, preparation and nutrition by having funds available to buy and prepare beef with their students. The grant reimburses teachers between \$100-300 per school per year, depending upon class size.

Almost 80 applications were received from teachers this fall, with WBC pre-approving over \$11,000 worth of grants to support beef learning opportunities for over 5,000 students in 79 Wisconsin schools during this fall semester. In addition, teachers have access to many educational resources, whether they are teaching in-person or virtually.

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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.

