



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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WBC Hosting Ag Advocacy Webinar Featuring Amanda Radke

VERONA, Wis. — The Wisconsin Beef Council welcomes cattle producers, advocates and enthusiasts from across the state to learn from nationally-recognized beef advocate and fifth-generation South Dakota rancher, Amanda Radke, on the evening of November 18, 2020, via Zoom.

“I’m really looking forward to speaking in this virtual training, where we will zero in on effective strategies in agricultural advocacy,” Radke says. “Promoting agricultural literacy and helping our consumers to be engaged, informed and connected to where their food comes from is an increasing challenge. But, by showing up with factual information, we can be the authentic, transparent resources our customers are looking for.”

The Wisconsin Beef Council knows today’s consumers have questions about where their beef comes from and a genuine interest in learning more about the ways in which their food is produced. Those actively involved in Wisconsin’s cattle industry are often best suited to share that beef production story with their fellow Wisconsinites.

“Wisconsin’s cattlemen and women have an incredible story to share, and we know that our consumers gain trust in the way their food is produced when they can learn directly from our beef farmers,” says Brooke Roberts, Wisconsin Beef Council Director of Communication and Outreach. “This webinar will provide hands-on training and tactics for attendees to bridge the gap between their farm and the fork of the consumer.”

Radke is a fifth-generation rancher from Mitchell, S.D., who has dedicated her career to serving as a voice for the nation’s beef producers. A 2009 graduate of South Dakota State University with a degree in agricultural communications, Radke is an international speaker, three-time children’s book author and a blogger for BEEF Magazine.

Radke’s work focuses on connecting consumers with producers and working towards the freedom to farm, to own livestock and to have access to safe, affordable food in this country. Radke is active in the press and works tirelessly to dispel common industry myths.





Attendees are asked to pre-register for the event [here](#). After pre-registration is complete, a link to access the Zoom meeting will be sent to the email address used at registration. Attendees are encouraged to pre-register and download Zoom in advance of the webinar to ensure their ability to participate in the entire webinar.

More information about Radke and her work can be found on [her 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.

