



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## Beef in the Classroom Program Kicks Off



**MADISON, Wis.** — The Wisconsin Beef Council's Beef in the Classroom program has kicked off for the 2019-20 school year. The Beef in the Classroom grant program helps teachers buy beef products to be used in high school Family and Consumer Science and Agriculture classrooms across the state. This program also provides the educational materials to strengthen their lessons about the way beef is raised, lean beef selection, storage, preparation and nutrition. The grant reimburses teachers between \$100 and \$300 per school per year, dependent upon class size.

The initial wave of fall applications brought in almost 100 applicants, and over \$17,000 in grants were awarded to 93 teachers. The participating teachers will include beef in their curriculum for over 10,200 Wisconsin students during the 2019-20 school year — a significant portion of Wisconsin's next generation of beef consumers.

The Beef in the Classroom program provides teachers with the tools and resources to feel confident including beef in their curriculum. This year, the program includes a brand-new online library of



resources for participating teachers to utilize. Housed on the Wisconsin Beef Council's website, this e-library provides links to download beef handouts, recipes and posters; along with links to Wisconsin Beef Council farmer feature videos and recipe videos.

The Wisconsin Beef Council is proud of the reach and impact the Beef in the Classroom program provides for students and teachers across the state of Wisconsin. The opportunity to educate the next generation of Wisconsin consumers with the facts about how to select and prepare beef; as well as introduce them to Wisconsin cattlemen and women through videos and farmer features is simply invaluable.

Applications are still being accepted, as the program still has a limited amount of funds available to be awarded in the 2019-20 school year. The application and additional program information can be found on the Wisconsin Beef Council website at <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 from around the state.

