



Wisconsin Beef Council attends Worksite Wellness Conference

Sarah Agena, Consulting Director of Nutrition for the Wisconsin Beef Council (WBC), recently attended the Wellness Council of Wisconsin's Annual Conference in Madison. The Wellness Council is the only nonprofit organization in Wisconsin dedicated exclusively to helping over

550 employers design results-oriented wellness programs to maximize the health and productivity of their most valuable asset, their employees. The conference provided a great networking opportunity to promote our lunch-n-learn program to health, wellness, and business professionals. WBC offers a comprehensive collection of useful presentations and cooking demonstrations to inform the consumer of the latest nutrition, protein and fitness research. Presentations can be 30 or 60 minutes in length and are free if 30 or more people are in attendance. Recipe samples are also included for all employees!

The nutrition messages Agena shared with conference attendees included the connection between beef's protein and strength, how beef can fit into a heart healthy diet and beef for all ages. Participants of the conference raved about the Beef Jerky Trail Mix Station available as a take away item.

WBC looks forward to continuing their relationship with the Wellness Council of Wisconsin and providing presentations to Wisconsin employers.

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.