



Beef Featured in ProStart Contest

The Wisconsin Beef Council recently sponsored the 'Best Beef Entrée' at the Wisconsin Restaurant Association (WRA) Education Foundation's ProStart Invitational. The sponsorship encourages high school students to incorporate beef into their culinary contest menus.

In the ProStart® Invitational, teams of high school students enrolled in the Wisconsin ProStart Program compete for scholarship dollars and a trip to nationals in two high-energy competitions – Culinary and Management.

Overall, this event brought in 19 high school student teams, consisting of over 100 students, to compete. In the culinary contest, teams of four students are given one hour to prepare a three course meal, and are judged on knife skills, team work, sanitation, safety, menu presentation, and taste. There were eight teams who incorporated beef into their contest entry to be eligible for the Best of Beef Entrée – some of those entrees featured tenderloin, hangar steak, ribeye and ground beef. The winner was Badger High School, with their Foie Gras topped burger with waffle fries and a jalapeno-fennel slaw.



The ProStart competition provides young professionals with industry experience and helps prepare the future of the industry with skills to enter the workforce. Students participating at the Wisconsin ProStart Invitational demonstrate their knowledge of, passion for, and creativity in the restaurant industry through the culinary competition. Participation reinforces the skills and knowledge learned from the ProStart program and the Foundations of Restaurant Management and Culinary Arts curriculum.



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About the Wisconsin Beef Council

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.

About the Beef Checkoff

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.