



Beef Outreach to Health Professionals

The Wisconsin Beef Council has been actively reaching out to health professionals throughout the state in an effort to promote beef recipes and beef's role in healthy diet and lifestyle. Efforts reached both health professionals and consumers, and a full summary of the latest events can be found below.

Consumer Health Education

Reinhart Law Lunch-n-Learn, Milwaukee: April 8, 2019. This cooking demo featured the AHA approved recipe Beefy Sweet Potato Hash and was a big hit with the audience. Beef nutrition was also discussed during this presentation to about 40 employees.

Ascension Weight Management Support Group, Rice Lake: April 9, 2019. I had the opportunity to speak to the Weight Management Support Group at Ascension Hospital in Rice Lake about the importance of protein in the diet and to prepare one of the Bowls with Balance recipes.

Town of Center Lunch-n-Learn, Appleton: April 18, 2019. This cooking demo featured the AHA approved recipe Beefy Sweet Potato Hash. Beef nutrition was also discussed during this presentation to a about 20 retired FACE teachers.

Go Red for Women Dinner, Milwaukee: April 25, 2019. A WBC booth was set up and showcased educational resources for consumers including beef nutrition and AHA approved recipes. The AHA approved Spicy Korean Beef and Cucumber Appetizer was served during the social event. It was VERY well received, and it allowed me to engage more closely with many professionals. The event was a success overall for highlighting beef and heart healthy lifestyles.

Marquette County Family Days, Montello: April 27, 2019. The Wisconsin Beef Council was asked to set up an educational booth at this family friendly event. The AHA recipe Beefy Sweet Potato Hash was sampled along with educational materials. About 200 families went through to sample and pick up educational materials.

Independence First Lunch-n-Learn, Milwaukee: May 2, 2019. Beef nutrition was presented to this group of 30 employees. Employees were also able to go through and make their own Heart Healthy Spice Rub to be used on their next steak at home.

Investors Community Bank Community Night, Stevens Point: May 9, 2019. The WBC was asked to sample the AHA approved recipe Spicy Koren Beef and Cucumber Appetizer for this invite only event. This event had about 50 people in attendance. The appetizer was well received, and many said they would prepare it at home.

Kohler Lunch-n-Learn, Kohler: May 15, 2019. This cooking demo featured a Mediterranean inspired recipe Stir-Fried Beef Gyros in Pita Pockets. Fifty employees enjoyed the recipe samples along with a presentation regarding the nutritional value of beef and how to include beef in a heart healthy diet.

Altra Credit Union Lunch-n-Learn, La Crosse: May 16, 2019. This presentation with cooking demo featured the AHA approved recipe Beefy Sweet Potato Hash and was a big hit with the employees. Beef nutrition was also discussed during this presentation to a combination of 30 employees.

Brookdale Senior Living Cooking Demo, Stevens Point: May 21, 2019. This cooking demo featured the AHA approved recipe Beefy Sweet Potato Hash. Beef nutrition and how to include beef into a heart healthy diet was also discussed.

Avidity Lunch-n-Learn, Watertown: May 28, 2019. This presentation with cooking demo featured the AHA approved recipe Beefy Sweet Potato Hash and was a big hit with the employees. Beef nutrition was also discussed during this presentation to 20 employees.

Star Group Lunch-n-Learn, Greenfield: May 29, 2019. This presentation with cooking demo featured the AHA approved recipe Beefy Sweet Potato Hash and was a big hit with the employees. Beef nutrition was also discussed during this presentation to 10 employees.

Health Professionals Programs

Wisconsin Society for Cardiovascular and Pulmonary Health and Rehabilitation Conference, Wisconsin Dells: April 4-5, 2019. We had a great presence this year as the Friday Night Social Event Sponsor. NCBA Chef Reitz did a cooking demo featuring the AHA approved recipe Spicy Korean Beef with Cucumber Appetizer and talked about how to season food without added salt, fat or sugar. Conference attendees were also able to try several AHA approved appetizers during the event as well. The conference consisted of nearly 200 health care professionals from Wisconsin, including exercise physiologists, nurses, physicians, respiratory and physical therapists, and dietitians. The WBC booth showcased educational resources for professionals to use, recipes and the newest information available for health professionals regarding healthy beef recipes, beef nutrition and BOLD.

Wisconsin Public Health Association and Wisconsin Association of Local Health Departments and Boards Conference, Wisconsin Dells: May 22-23, 2019. This conference attracts public health professionals and students of public health, including nursing, administration, health education, environmental health, preparedness, epidemiology, and other fields at the local, state and national level. Over 400 professionals received information related to beef nutrition, the WBC cooking demo/lunch-n-learn program, the new AHA recipe brochure along with other beef recipe booklets. Participants were also able to make their own beef jerky trail mix as a take home item.