

JULY 2022

WISCONSIN BEEF COUNCIL

957 Liberty Drive, Suite 201, Verona, WI 53593 ■ (800) 728-BEEF (2333) ■ BeefTips.com



LOCAL MAY BEEF MONTH SUCCESS

INDUSTRY-WIDE CELEBRATION

The Wisconsin Beef Council (WBC) joined the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), beef producers, meat processors, Wisconsin Restaurant Association representatives, and other industry members to commemorate May Beef Month and recognize the impact of the beef industry in Wisconsin on May 5 at Marda Angus near Lodi. The widespread representation for this media-focused event offered diverse perspectives from those who raise, process, buy and retail beef.

BURGERS & BUNS FUN RUN

This May, the WBC presented Feeding Wisconsin with a \$4,500 donation to purchase beef for families in need. This donation is part of a commitment from the Wisconsin Beef

Council and partners Wisconsin Farm Bureau Federation and the Farm Wisconsin Discovery Center to donate proceeds from the 2nd Annual Burgers & Buns Fun Run. Nearly 150 participants competed in-person and virtually to celebrate May Beef Month and salute Wisconsin Beef farmers.

MADISON BURGER WEEK

WBC partnered with the Cap Times for the return of Madison Burger Week May 20-27. There were 26 burgers and one burger-inspired pizza in the running for Madison's Best Burger with 36 participating locations. The event raised \$3,000 for the River Food Pantry and garnered earned media with NBC 15, Channel 3000, 608 Today, Midwest Farm Report and Isthmus.

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BEEF FEATURED IN PROSTART CONTEST

WBC 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 while expanding their knowledge of beef as they develop a unique recipe. Teams of up to four high school students enrolled in the Wisconsin ProStart Program competed for a scholarship and a trip to nationals. Overall, 13 high school teams consisting of 65 students participated. The winner was Badger High School with Tunisian Braised Short Ribs. ■



RIPP AND HAHN JOIN AMBASSADOR TEAM

The Wisconsin Beef Ambassadors added two new members to join advocacy efforts: Brianna Ripp of Dane, Wis. and Allison Hahn of Sun Prairie, Wis. The program exists to increase the reach and impact of the WBC through the voices of Wisconsin beef farmers and industry members themselves. Ambassadors agree to actively promote Wisconsin's beef industry across a variety of communication platforms, supplement Beef in the Classroom lessons, and respond to media requests.

Would you like to request an ambassador for your event? Email kriley@beeftips.com. ■

To sign-up for monthly e-updates from the Wisconsin Beef Council, please visit beeftips.com/Cattlemens-Corner.

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FARM TO FORK TOURS

WBC hosted Farm to Fork Tours this spring with the Wisconsin Academy of Nutrition and Dietetics as well as culinary students from Milwaukee Area Technical College. Stops included beef and dairy farms as well as local meat processors to showcase the beef lifecycle. The goal of these tours is to educate influencers who can carry that message to others in their personal or professional circles. Key topics discussed included animal welfare, sustainability and more. Post-tour survey results from participants show an increased level of trust and favorability toward farmers as well as a heightened desire to choose beef for protein. ■

SHARE THE DRIVE

ROSIE LISOWE, WISCONSIN BEEF COUNCIL PRESIDENT

After reading the Beef Checkoff updates in this newsletter, I hope you agree that your investment in the Checkoff is valuable. I take pride in sharing with my fellow dairy and beef producers details about programs like Beef in the Classroom, efforts to grow demand for beef in foreign markets, and work to educate dietitians about the role beef plays in a healthy diet and the care that we take to raise our animals.



I know there are questions about the Checkoff out there, so I encourage you to share this newsletter with your neighbors, leaders in local farm groups and others that might benefit from learning more. Make sure they know they can call the Wisconsin Beef Council office at (800) 728-BEEF (2333) to sign-up and receive their own copy – or they can go to <https://www.beefboard.org/the-drive-sign-up-form/> to do so.

The Wisconsin Beef Council will continue to share our stories with consumers, provide factual information and engage consumers with a variety of educational resources to continue to grow demand for beef.

Our Checkoff dollars are working hard for you. ■

— ROSIE LISOWE

SUPPORT FOR WISCONSIN ASSOCIATION OF MEAT PROCESSORS

WBC embraced several new roles during the Wisconsin Association of Meat Processors (WAMP) convention in April.

PRE-CONVENTION WORKSHOP

WBC sponsored the pre-convention beef workshop with more than 60 meat processors attending. Jason Jerome and Dr. Jessica Lancaster with the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, presented. They shared new beef value cuts and trends, merchandising tips, and fabricated a carcass side for the attendees focusing on innovative ways for meat processors to add value to the carcass. The workshop was held at the new Meat Science & Animal Biologics Discovery building on the UW-Madison campus.

BEST BUTCHER CONTEST

WBC also supported the new "Best Value and Quality Butcher Cutting Competition." It was a friendly showcase of butchery skills with beef and the ability to make the most of cuts for the best customer value and quality. Participants were provided a beef Chuck Roll and an assortment of equipment and supplies with 30 minutes to showcase their skills, transforming that Chuck Roll into value, versatility and consumer appeal. Nine participants were judged on technique, yield, presentation and consumer sales pitch. Awards and bragging rights were given out to the top finishers. ■



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