

WISCONSIN BEEF COUNCIL

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WHAT YOUR DOLLAR DID IN 2024

Best Burger Contest



This year, we hosted the inaugural Wisconsin's Best Burger Contest, and it was a resounding success! During the one-month nomination period, we received nearly 5,000 entries. From there, burger lovers narrowed it down to the Elite 8 — those with the highest nominations — and we sent three secret judges to evaluate each burger.

The contest generated an impressive editorial reach of over 113 million across TV, social media, print and radio, with an advertising value equivalence of \$1.1 million, according to Meltwater. The winner, Pickle's Bar and Grill in Hazelhurst, saw a staggering 530 percent increase in weekly burger sales from April 1 to June 1. They've since hired an additional sous chef and started opening an hour earlier to accommodate the surge in demand.

Influencer Events & Farm Tours



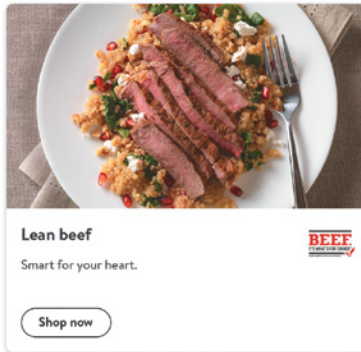
We worked with Chef Jeff Igel with Fox Valley Technical College to host a Beef & BBQ event at Riveredge Farms near Chilton. The day included a farm tour as well as a tasting and cooking demonstration. We gained great social media traction and established lasting relationships with this group of website bloggers and social media content creators.

The event had more than 15 participants including former Wisconsin Beef Council (WBC) Board Member Dale Bakke who shared his insights of the veal industry. The influencers present have more than 48,000 followers, and many of them shared the experience throughout the day on their social media stories. We were also featured in a few reels and static posts that were created after the event, which lead to more positive publicity.

Additionally, we were invited to join a farm tour with Aldi's sustainability team. In the spring, we also hosted tours for over 45 students from Milwaukee Area Technical College and Waukesha County Technical College, visiting Broedlow Farms and Country Meat Cutters to showcase local agriculture.

Ecommerce Campaign

Checkoff dollars were strategically invested in an e-commerce campaign targeting February's Heart Health Month and March's Nutrition Month. Ads ran on retailer online stores and popular consumer platforms, including influencer, cooking and lifestyle sites.



The campaign in Wisconsin generated 1,438,142 impressions, resulting in \$914,646 in traceable beef sales — purchases made within 14 days of seeing the ads. This translates to an impressive return on investment: for every \$1 spent on advertising, \$91.46 worth of beef was sold.

Export Market Demand



The Wisconsin Beef Council (WBC) has long invested Beef Checkoff dollars into growing international demand for beef. This year, we expanded efforts through a grant from the Wisconsin Department of Agriculture, Trade, and Consumer Protection's 'Ag Export Initiative,' in partnership with the U.S. Meat Export Federation.

Two Wisconsin beef producers who sit on the WBC Board joined 13 other industry representatives on a trade mission to Japan and South Korea. They showcased Wisconsin's beef industry and export-ready products while exploring market opportunities. From January to August 2024, the average beef export value reached \$414.88 per head, a 5 percent increase over last year. Since WBC's increased focus on Japan, three companies have begun sourcing Wisconsin beef. ■



Taste is the top consideration for Wisconsin consumers when making meal decisions, followed by budget and value for the money.



79% of Wisconsin consumers have a positive perception of beef overall.



87% of Wisconsin consumers say beef is great tasting, and 84% say it is a great source of protein.



57% of consumers believe beef farmers and ranchers embrace innovation which helps improve quality safety and animal well-being.

Source: Consumer Beef Tracker, May 2024; National n=2252; Wisconsin n=183

To sign-up for monthly e-updates from the Wisconsin Beef Council, please visit [BeefTips.com/Cattlemens-Corner](https://www.beeftips.com/cattlemens-corner).



ABOUT THE WISCONSIN BEEF COUNCIL

The Beef Checkoff is a producer-funded program where \$1 per head is deducted from the sale of every bovine animal in the United States. In Wisconsin, the Checkoff is administered by the Wisconsin Beef Council and operates under the guidance of our 23 board members appointed by agriculture, beef and dairy organizations across the state. Our mission is to build beef demand that is sustainable for future generations. On a state and national level, the Beef Checkoff dollars are invested in promotion, research, consumer information, industry information, foreign marketing and producer communications.

Paying the Beef Checkoff is mandatory and applies to all cattle sold or traded, for any reason, regardless of age, sex, or registry and whether dairy or beef. This includes all private treaty sales (usually farmer-to-farmer or farmer direct-to-consumer). When producers created the Beef Checkoff over 35 years ago, they insisted that all producers fund the program. Creating consumer confidence in beef through the Beef Checkoff impacts the entire industry; listed on the back of this letter are a few examples of some program areas we invested in during 2024.

We are asking you to review your cattle transactions in 2024.

- Did you have any transactions that did not go through a livestock market or packing plant?
- Did you buy from, or sell to, individuals any heifers, calves, breeding bulls, steers and/or cows?
- Did you sell freezer beef and beef products for any purpose?
- Did you buy and resell any beef or dairy calves, replacement heifers and/or cull animals?
- Did you transfer ownership of cattle to another entity that you own?



Funded by Beef Farmers and Ranchers

HAVE YOU PAID YOU BEEF CHECKOFF FOR 2024?



Today's Date: _____

Total Number of Cattle Sold _____ x \$1.00 per head = \$ _____

Seller's Name: _____

Address: _____

Signature of Person Completing This Form: _____

Send Report and Payment to **Wisconsin Beef Council, PO Box 388, Monticello, WI, 53570**

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