

WISCONSIN BEEF COUNCIL

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TOP FIVE LEARNINGS ABOUT THE BEEF CHECKOFF



I have been honored to serve as the Wisconsin Beef Council Board president for the past two years and on the board six years, representing Wisconsin's Cattlemen's Association and producers across the state. As I reflect on this time, I'd like to share my top five takeaways from the experience.

1. DEDICATION DRIVES RESULTS

The passion and commitment of staff, board members, and producers — both in Wisconsin and at the national level — are extraordinary. Their hard work to increase beef demand and share the story of beef makes a real difference. The Beef Checkoff proves its value with one of the highest returns on investment of any national checkoff program, returning \$13.41 for every dollar invested. (See the study at www.beefboard.org/return-on-investment)

2. QUALITY IS KEY

The quality of the beef we raise and produce in the United States is outstanding, and it is the reason why our customers keep coming back to purchase despite higher beef prices. As long as we keep striving to improve, this will continue. Furthermore, our story resonates with our customers, so find new ways to share yours – it matters.

3. EXPORTS ADD VALUE

The contribution of exports to the total value of the beef you produce is vitally important. The United States Meat Export Federation (USMEF), a Beef Checkoff contractor, has played a key role in opening and expanding markets worldwide. Thanks to

increased investment by the Wisconsin legislature in agricultural exports, WBC has been able to receive grant funding to partner with USMEF on trade missions to showcase our beef products globally.

4. EVERY BEEF CHECKOFF DOLLAR COUNTS

We all need to do our part to make sure our Checkoff dollar is paid. Each time a bovine changes ownership (beef or dairy), one dollar should be remitted. Our staff over the past couple of years has worked hard to build awareness and reach out to producers who are not marketing through traditional channels. We have been successful in increasing the percentage of remittance compared to cattle inventory. We have a shrinking Checkoff budget with lower cattle inventory. Plus, the cost of business has increased due to inflation. The WBC board and staff are working hard to make sure each dollar is judiciously spent and funding tactics that have a good return on investment to increase beef demand.

5. NEVER STOP IMPROVING

As stated previously, we produce a high-quality product, but we must continuously seek areas for improvement. We need to continue to educate ourselves on Beef Quality Assurance principles and address quality challenges. The National Beef Quality Audit has been a great tool to monitor the improvements we have made while also identifying new and old challenges to address. BQA has been a producer-led effort, and your participation has led to this success.

Thank you for all you do to produce high-quality, safe, and nutritious beef. If you have any questions about how the WBC is driving demand for your product, please contact them at wbc@beeftips.com, or 608-833-7177.

Best regards,

Amy Radunz

2023-2025 Wisconsin Beef Council Board President. ■



EMILY STUMPF JOINS WISCONSIN BEEF COUNCIL

The Wisconsin Beef Council is pleased to announce the addition of Emily Stumpf of Lomira, Wisconsin, as Director of Compliance and Operations. In this role, Stumpf will oversee daily office functions, manage the state's Beef Checkoff compliance program, and support outreach efforts on behalf of Wisconsin's beef producers. A recent graduate of the University

of Wisconsin–Madison with a degree in life sciences communication, Stumpf brings a strong background in agricultural communications and project management.

Producers with questions about the Beef Checkoff can contact Emily and the entire staff by calling 608-833-7177 or emailing wbc@beeftips.com. ■

1. Donny's Glidden Lodge (Sturgeon Bay)
2. Black Otter Supper Club (Hortonville)
3. Schwarz's Supper Club (New Holstein)
4. The Packing House (Milwaukee)
5. Fredrick's Supper Club (Milton)
6. Village Bar Supper Club (Kiel)
7. The Del-Bar (Wisconsin Dells)
8. Rockton Bar (La Farge)
9. Re-Pete's Saloon & Grille (Black River Falls)
10. Chicken Chaser's Bar & Grill, LLC (Fall Creek)
11. Jake's Supper Club (Menomonie)
12. Lehman's Supper Club (Rice Lake)
13. Pine Creek Pit Stop (Ashland)
14. Pub 'N Prime (Saint Germain)
15. Somo Lake Resort (Tomahawk)
16. Loading Zone Eatery (Wausau)

The Wisconsin Prime Rib Trail



2025 PRIME RIB TRAIL

The Wisconsin Beef Council partnered with Gather Wisconsin to launch the Prime Rib Trail — a statewide guide to restaurants serving one of Wisconsin's most iconic beef dishes. This trail highlights the tradition of Prime Rib at local supper clubs while encouraging families and visitors to choose beef when dining out. Check out the full trail and nomination options for next year at BeefTips.com/PrimeRibTrail. ■

"WELLNESS MADE EASY" E-COMMERCE CAMPAIGN



Beef. It's What's For Dinner. partnered with a large national retailer on a wellness e-commerce campaign from March 3–April 13, aligning with National Nutrition Month. The campaign ran nationwide on the retailer's online platforms and popular lifestyle sites, with the goal of encouraging consumers to choose beef for nutritious, satisfying meals — both in-store and online.

- National Results: The campaign drove \$238 million in attributable beef sales, delivering an impressive \$608 return on investment (ROI) for every dollar spent. These figures represent households that saw an ad and purchased beef within 14 days, based on credit or debit card data.
- Wisconsin Results: With the combined impact of the national campaign and additional investment from the Wisconsin Beef Council, Wisconsin consumers saw 1.84 million ad impressions. These ads generated \$4.7 million in traceable beef sales, translating to a \$472 ROI.

These results show how targeted digital campaigns can influence consumer behavior and reinforce the value of investing in beef promotion. ■

WISCONSIN BEEF COUNCIL SUPPORTS YOUTH CULINARY CAMP

Wisconsin Beef Council is a member of and participates in activities with the Milwaukee Chapter of the American Culinary Federation (ACF). ACF is the largest professional chefs' organization in North America, promoting the professional image of chefs through education of culinarians at all levels. Each summer, the Milwaukee chapter hosts a Kids Camp for youth ages 7-17 where they are exposed to various cooking techniques, kitchen safety, and learning to prepare unique recipes and experience new cuisines and competitions. Chefs demonstrate how to make a dish, and then the kids get to prepare their own under chef guidance.

Tammy Vaassen, WBC executive director, volunteered at the camp and the WBC donated ground beef to be used in the activities. Part of the ground beef was used in a lasagna relay — where kids were split into two teams, cooking the ground beef and assembling the lasagna. Each time a bell rang, a new team member took over the task. "This camp is a unique opportunity for WBC to ensure kids understand how to prepare beef and enjoy its' delicious flavor, whether they enter a culinary field or are preparing our product for their family in the future," Vaassen said. Sixty kids participated in the camp, hosted by Chef Lisa McKay in her downtown Milwaukee Lisa Kay Bistro establishment. ■



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

