



NEWS RELEASE

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FOR IMMEDIATE RELEASE

12/27/21

Farm to Fork Tours Return with Wisconsin Beef Council

VERONA, Wis. — The Wisconsin Beef Council is continuing outreach efforts to influencer groups in the state with the return of Farm to Fork Tours in December.

Culinary students from Lake Geneva visited Adams Farm to see a feedlot and cow-calf operation before traveling to Lake Geneva Country Meats where they had a behind-the-scenes look at the meat processing plant from the carcass cooler to cut floor and smoker room. Key topics discussed included beef sustainability, animal welfare, food safety and nutrition.

Additionally, the Wisconsin Beef Council (WBC) took students in the Madison College Artisanal Modern Meat Butchery course to Cates Family Farm in Spring Green and BreuKal Farm in Waunakee. The two stops highlighted both a grass-fed and grain-fed operation while also emphasizing the importance of dairy to Wisconsin's beef industry as Cates Family Farm raises Jersey steers with their Angus, and BreuKal Farms finishes Holstein steers.

Incorporating all aspects of the state's beef industry helps tell the complete story of beef production while emphasizing transparency and producer dedication to providing a safe, wholesome product.

"We know consumers have questions about beef," WBC Director of Communications and Outreach Kaitlyn Riley said. "Research from the National Cattlemen's Beef Association, which is a contractor to the Beef Checkoff, shows only 30 percent of consumers are familiar with how cattle are raised, but 74 percent think about how their food was raised or grown when choosing a protein¹. We want to help bridge the gap by inviting these influencers to witness the industry firsthand and share that message with others in their personal or professional circles. These events can help increase consumer knowledge and confidence in beef production."

Key targets for these influencer tours include students enrolled in culinary programs at technical colleges, chefs, dietitians, public health staff, or others interested in learning more about the beef industry.

The WBC is open to offering tours across the state. Anyone with connections to influencer organizations is invited to contact WBC at (608) 833-7177 or wbc@beeftips.com.





1. NCBA Consumer Beef Tracker Jan-Sep 2021

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The Wisconsin Beef Council is a producer-led non-profit organization funded by the \$1.00 per head Beef Checkoff. Half of the dollar remains in Wisconsin for local beef promotion, while the other half is used by the Cattlemen's Beef Board to fund national projects. The purpose of the Council is to fund beef promotion, research and consumer education activities to grow beef demand and support 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 around the state of Wisconsin.

