



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Wisconsin Beef Council fundraiser helps put beef on the tables of families in need

Proceeds benefit Feeding Wisconsin through May 15



VERONA, Wis. — Powered by purpose and *fueled by beef*, the Wisconsin Beef Council is once again stepping up to fight hunger across the state. Now through May 15, the Beef Council is selling exclusive “Fueled by Beef” apparel and donating 100% of the proceeds to Feeding Wisconsin to purchase beef for families in need.

Feeding Wisconsin is the statewide association of the Feeding America food banks that sources, warehouses, and provides food to more than 1,000 local food programs throughout Wisconsin. The Wisconsin Beef Council has a longstanding partnership with Feeding Wisconsin having donated \$8,175 to the organization from previous efforts. This is the second year of the shirt fundraiser.

The limited-edition gear includes gray and black t-shirts, long-sleeve tees, and sweatshirts that feature the words, “Fueled By Beef.” The phrase gives credit to beef’s nutritious qualities – offering 25 grams of protein and 10 essential nutrients in a single 3 oz serving.

“This initiative brings together Wisconsin beef farmers and local communities to support our neighbors facing food insecurity,” Wisconsin Beef Council Director of Communications and Outreach Kaitlyn Kesler said. “Beef provides high-quality protein and essential nutrients, making it a powerful addition to food bank offerings. We’re proud to help families in need enjoy this nutritious product.”

The shirts will be available until May 15th and can be purchased online at www.beeftips.com/feedingwisconsin. All orders will be submitted to a local apparel company for production May 16 and will be shipped or can be picked up once the order is completed.

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The Wisconsin Beef Council is a producer-directed non-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and



Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting 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.

