



NEWS RELEASE

Kaitlyn Kesler
Wisconsin Beef Council
Director of Communications and Outreach
608-833-9944
kriley@beeftips.com

FOR IMMEDIATE RELEASE

July 21, 2025

Wisconsin Beef Council Donates Ground Beef to Families in Need

\$1,500 worth of beef purchased through “Fueled by Beef” apparel fundraiser

VERONA, Wis. — The Wisconsin Beef Council (WBC) donated \$1,500 worth of Ground Beef to food banks within Feeding Wisconsin’s network from a fundraiser aimed at purchasing beef for families in need.

“Meat is one of the most sought-after items at food pantries, so any beef donations that we receive are so appreciated,” Feeding Wisconsin Executive Director Jackie Anderson said. “This kind of support helps families meet their nutritional needs and strengthens the food assistance system in communities across the state.”

To raise funds, WBC sold t-shirts, long-sleeved t-shirts, and sweatshirts that featured the text, *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. The organization then used proceeds from that fundraiser to purchase 280 lbs. of Ground Beef from a Wisconsin meat processor.

“This initiative was supported by everyone from beef farmers to members of the general public,” said Kaitlyn Kesler, WBC Director of Communications and Outreach. “It’s a powerful reminder of how agriculture and community can come together to make a real difference. Beef brings value to the table at all stages of life—not only as a delicious and versatile protein but also as a source of essential nutrients that help fuel busy families. We’re proud that this fundraiser not only raised awareness about beef’s nutritional benefits but also put food on the tables of those who need it most.”

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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.



The Wisconsin Beef Council delivered 280 pounds of Ground Beef to food banks in Feeding Wisconsin's network. Featured in the photo from left to right are Feeding Wisconsin Executive Director Jackie Anderson, Wisconsin Beef Council Director of Communications and Outreach Kaitlyn Kesler, and Wisconsin Beef Council Executive Director Tammy Vaassen.

