



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Larson Elected President of the Wisconsin Beef Council Board

VERONA, Wis. — The Wisconsin Beef Council Board of Directors elected new leadership to guide the state's Beef Checkoff program.

Curt Larson of Reedsburg, Wis., will serve as president of the 21-member board for the next two years. Larson is president and chief executive officer of Equity Cooperative Livestock Sales Association. He succeeds Amy Radunz, a beef cattle technical specialist and farmer from Ellsworth, Wis., who completed her two-year term and will remain on the Executive Committee as past president.

"I am excited to lead the Wisconsin Beef Council and look forward to collaborating with all of the directors from the other organizations and staff to continue advancing our mission," Larson said.

The [Wisconsin Beef Council Board](#) is made up of individuals appointed by statewide organizations to serve three-year terms. Board members either pay the Beef Checkoff and/or help collect it, supporting the organizations' mission to build beef demand that is sustainable for future generations.

"Continuing to build demand for beef will remain our priority," Larson added. "We are committed to educating Wisconsin producers on how their Beef Checkoff dollars are invested to strengthen the industry."

Larson will also act as the Federation of State Beef Councils director on behalf of Wisconsin.

The board elected Brad Solchenberger of Cazenovia, Wis. as president-elect. Brady Klatt of Clinton, Wis. accepted the position of secretary-treasurer.

In addition to the officer team, the board elected committee chairs and two at-large members to serve one-year terms on the Executive Committee.

Todd Cummings (Ogema) – Consumer Information Committee
Dan Reeson (Blanchardville) – Promotion Committee





Shari Overby (Clear Lake) – Producer Communications/Industry Information Committee
Abdullah Hussaini (Stoughton) – At-Large Member
Tressa Lacy (Rio) – At-Large Member

Travis Clark of Rosendale completed two terms on the board and was recognized for his dedication to the beef industry.

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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.



From L-R: Abdullah Hussaini, Shari Overby, Amy Radunz, Curt Larson, Brad Solchenberger, Todd Cummings, Tressa Lacy, Dan Reeson

