



NEWS RELEASE

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

FOR IMMEDIATE RELEASE

October 25, 2021

Wisconsin Beef Council joins national conversation about Beef Checkoff efforts

Centennial, Colo. — State beef council representatives from 31 states, including the Wisconsin Beef Council, attended the Partnerships in Action (PIA) conference Oct. 18-20 near Denver to learn about national Beef Checkoff programs and discuss ways those efforts could be expanded in Wisconsin and across the country.

More than 70 state staff attended the event, which was held in the offices of the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. Attending from the Wisconsin Beef Council were Executive Director Tammy Vaassen, Director of Marketing Angie Horkan, Director of Communications and Outreach Kaitlyn Riley, and Consulting Dietitian Sarah Agena.

Topics of discussion over the three days included fiscal year 2022 program strategy, current consumer trends and preferences, and an overview of upcoming *Beef. It's What's For Dinner.* promotions. Attendees also heard updates about nutrition programs, the Beef Quality Assurance (BQA) program as well as e-commerce and influencer activities.

"PIA provides a great opportunity for state staff to network and learn how national programs can be implemented at the state level," said Vaassen. "In addition, we're able to share the unique programs we're implementing in Wisconsin and gain ideas and inspiration for new activities from other states."

The PIA conference is Checkoff-funded and coordinated by the Federation of State Beef Councils, which is supported by, and provides support to, state beef councils across the country including the Wisconsin Beef Council. The Federation was established in 1963 by grassroots producers nationwide as a more concerted and focused effort to conduct national beef research and promotion programs.

For more information about Beef Checkoff efforts, visit beeftips.com/cattlemens-corner.

###





About the Federation of State Beef Councils

The Federation of State Beef Councils is housed by the National Cattlemen's Beef Association (NCBA), which is a contractor to the Beef Checkoff Program. The program is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture. The Beef Checkoff Program was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents of the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board.

About the Wisconsin Beef Council

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.

