



NEWS RELEASE

Tammy Vaassen
Wisconsin Beef Council
Director of Communications and Outreach
608-833-9940
tvaassen@beeftips.com

FOR IMMEDIATE RELEASE

March 3, 2025

Beef Direct Marketing Workshop Scheduled for April 11

A workshop for Wisconsin farmers who are direct marketing beef, or considering it, will be held on Friday, April 11 from 1 – 4:30 pm at the Marriott Madison West, 1313 John Q Hammons Drive, Middleton. The workshop is offered by the Wisconsin Beef Council and is being held in conjunction with the Wisconsin Association of Meat Processors (WAMP) annual convention. This will be an opportunity to network with fellow beef producers who are direct marketing, as well as the processors who play a key role in getting beef to consumers.

Topics to be covered during the workshop include:

- Pre-harvest Influences on Beef Quality: Beef quality is on the forefront of every direct marketer's mind. Although there are a multitude of factors that can influence beef quality, producers can learn to implement strategies that help prevent dark, firm, and dry beef. This session will explore pre-harvest factors that may influence beef quality. Speaker - Beth McIlquham, UW-Madison Division of Extension, Regional Livestock Educator
- Guidance for Customers on Cutting Instructions: What do you mean I can't get 10 Porterhouse steaks and 10 filets from my quarter beef? How much ground beef can I expect? You'll hear from a processor on tips to help customers understand beef cuts when placing their orders. Speaker - Kathy Collins, Country Pride Meats
- Labeling and Inspection Requirements: If your farm is ready to transition from selling quarters and halves to individual cuts of beef, this segment will bring you up to speed on the requirements for labeling and inspection needs. Speakers – Jeff Swenson, Joy Barnett, Brian Jorata and Nichole Abbott, Wisconsin Department of Agriculture, Trade & Consumer Protection
- Claims and Terms in Marketing Beef: Beef producers want consumers to feel confident in their beef purchase, no matter where the consumer makes that purchase. So how can you craft a marketing story that sells your beef while also maintaining overall consumer confidence? Speaker – Leah Mindemann, Mindemann Farms
- How to Frame Your Product for Profitability: This session will provide tips on the variety of decisions to consider when getting started direct marketing, or if you're thinking about a different market to sell to. It will also provide insight into pricing considerations for selling





quarters/halves, cuts and bundles. Speaker – Grace Link, Bosben Road Beef Co., Wisconsin Beef Council

- Wisconsin Beef Council update: Hear the latest on consumer research and learn about the resources available from the Wisconsin Beef Council to help you sell more beef.

Registration for the Direct Marketing Workshop can be done online at <https://www.beef tips.com/directmarketing> or by calling the Wisconsin Beef Council at 1-800-728-2333. Attendees will be given Friday-only access to the WAMP trade show floor, which will include hot dogs and brats. The trade show is open from noon-6 pm.

If a producer is interested in attending other activities at the WAMP convention, go to <https://wi-amp.com/convention/> for the full schedule and to register. You must be a WAMP member to participate in the broader conference. A hotel block is also available at that website.

###