



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Wisconsin represented at Cattle Industry Convention

VERONA, Wis. — Wisconsin beef leaders helped set the course of the industry by lending their voices to Beef Checkoff programs and initiatives at the 2021 Cattle Industry Convention in Nashville, Tenn. August 10-12.

Typically, the cattle industry comes together twice a year to discuss current issues and work on strategies for the betterment of the beef cattle industry and to drive demand for beef.

Wisconsin was represented by its four members on the Cattlemen's Beef Board (CBB): Daphne Holterman, Watertown; Bob Mitchell, Wauzeka; Terry Quam, Lodi; Steve Springer, Linden. Eric Johnson of Dane, Wis. also attended and joined committee meetings as a Federation of State Beef Councils member, and Tammy Vaassen acted as an ex-officio committee member as the executive director of the Wisconsin Beef Council.

"There are all sorts of things that happen behind the scenes when it comes to exports and working with companies, people, and organizations to move beef," Holterman said. "They just completed a five-year [Long Range Plan](#) for beef, which I think is excellent. It is basically growing demand for U.S. beef around the world and growing consumer trust in beef."

Committees are made up of beef industry producer leaders from the CBB and the Federation of State Beef Councils. The focus for the Beef Checkoff committees at this meeting is to prioritize projects from national contractors. There are five national Beef Checkoff Committees: Consumer Trust; Domestic Marketing; International Marketing; Nutrition and Health, Safety; and Product Information and Stakeholder Engagement. Each committee heard from several contractors, including the U.S. Meat Export Federation (USMEF), National Cattlemen's Beef Association (NCBA), American Farm Bureau Foundation for Agriculture (AFBFA), and North American Meat Institute (NAMI).

"We are looking at projects in my consumer trust committee with sustainable research, beef advocacy training, and support for the Beef Quality Assurance (BQA) program," Holterman said. "We are looking at ways to market veal and support the Veal Quality Assurance. There are many





things happening across the committees to help grow that demand for beef. Some of them are behind the scenes, and I don't think producers always see that."

After hearing presentations from the proposed contractors, committee members had the opportunity to ask questions, discuss how the projects fit with the Beef Industry Long Range Plan and make suggestions on how the projects can be modified. The projects are ranked by committee members, and the rankings and comments are forwarded to the Beef Promotion Operating Committee for consideration in funding for the upcoming fiscal year. The BPOC will meet in September to set the checkoff budget for the fiscal year 2022.

Producers looking for access to timely national, state, and contractor Beef Checkoff news can sign up for [The Drive](#). It is a free monthly e-newsletter or quarterly newsletter delivered by mail. Information about The Drive can be found at beefboard.org.



Back Row (L-R): Steve Springer, Sheri Springer, Sam Schwer, Eric Johnson, Terry Quam, Dan Schmocker
Front Row (L-R): Tammy Vaassen, Kaitlyn Riley, Daphne Holterman, Cindy Johnson, Ardel Quam, Betty Schmocker





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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.

