



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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May is Beef Month in Wisconsin: Celebrating the Flavor, Versatility and Nutrition of Beef

[Verona, WI] — May marks Beef Month in Wisconsin, a time to celebrate the farmers and ranchers who raise high-quality beef and the role it plays in bringing people together around the table. From weeknight tacos to weekend burgers, beef is a versatile protein that fits into meals for every table. As grilling season begins and busy schedules pick up, beef continues to be a go-to ingredient that delivers flavor, simplicity and nutrition.

More than 60% of consumers say grilled food is among their favorite¹, and nearly three-quarters say burgers are a must-have for the grill². Whether it's burgers, steaks, or ribs, beef brings people together and fits a wide range of tastes, traditions and budgets.

Across Wisconsin, beef farmers are continually working to improve the quality of the beef they raise. That commitment shows up through farmer certification programs like Beef Quality Assurance (BQA), which provides science-based training on animal care, handling and best management practices. Today, more than 4,000 individuals in Wisconsin are BQA certified, reflecting a shared dedication to doing what's right for the cattle, the environment and the families who rely on beef.

That commitment to quality doesn't stop at the farm—it carries through to the plate. Beef is a nutrient-rich choice, providing high-quality protein along with essential nutrients like iron, zinc and B vitamins that help fuel busy, active lifestyles. In fact, beef provides 25 grams of high-quality protein per 3-ounce serving, which supports muscle maintenance and helps keep you feeling full and energized throughout the day³. It also contains essential nutrients like iron, zinc, choline, selenium, and vitamins B6 and B12, which help the body convert food into energy and support immune health and brain function.

When it comes to mealtime, beef makes things simple. Whether it's grilled, sautéed or slow-cooked, beef brings the flavor without the fuss—making it an easy, reliable option for everything from quick weeknight dinners to meals shared with family and friends.





As Wisconsinites celebrate May Beef Month, the Wisconsin Beef Council encourages families to explore new recipes, revisit favorite meals and enjoy the flavor, nourishment and connection that beef brings to the table.

For recipes, cooking tips and more information about beef, visit www.beeftips.com.

Sources:

1. Perdue. "Reasons for Grilling among Consumers in The United States in 2024." Statista, Statista Inc., 30 Jul 2024.
2. Perdue. "Must-have Foods for The Grill in The United States in 2024." Statista, Statista Inc., 30 Jul 2024.
3. <https://fdc.nal.usda.gov/food-details/170208/nutrients>

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The Wisconsin Beef Council is a producer-led 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.

