

WISCONSIN BEEF COUNCIL

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WISCONSIN REPRESENTATIVES WITNESS BEEF EXPORT VALUE IN LATIN AMERICA

Leaders of the Wisconsin Beef Council (WBC) board and staff attended the Latin American Product Showcase in San Jose, Costa Rica this August. It marked the 10th annual showcase event, which is hosted by the U.S. Meat Export Federation, a contractor to the Beef Checkoff.

Valerie Gaffney, Barneveld; Rosie Lisowe, Chilton; Amy Radunz, Ellsworth; and Tammy Vaassen, Cuba City all participated in the event that connects exporters of U.S. beef, pork and lamb with buyers from Central America, South America and the Caribbean.

Wisconsin participants met with importers to further discuss beef production practices, highlighting the diversity of beef raised in the state.

They also met with U.S. meat exporters and learned how both native and dairy-breed beef fit the varying needs of buyers. Finally, Wisconsin's leaders toured two retail locations: a Walmart store and Auto Mercado, which was a higher-end grocery outlet in San Jose. Both stores featured imported U.S. beef cuts in the fresh and frozen meat cases.

WBC has partnered with USMEF for more than seven years in efforts to grow exports to Central America. This partnership allows USMEF staff in the region to create marketing and education programs for foodservice and retail establishments, as well as direct to consumers to help them understand the quality and value of U.S. beef and how it can fit into their diets and budgets. ■



WBC EXTENDS BEEF IN THE EARLY YEARS PEDIATRICIAN OUTREACH



Beef in the Early Years is a campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to help parents with beef

introduction. With support from the Federation of State Beef Councils and several individual state beef councils, including Wisconsin, the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, is providing an educational toolkit and parent resources to a nationwide network of pediatrician offices and childbirth centers.

These toolkits also offer simple infant and toddler feeding tips, providing practical takeaways for parents and caregivers. The toolkits will be delivered to over 2,300 pediatrician offices and childbirth centers in more than 20 states across the country. ■

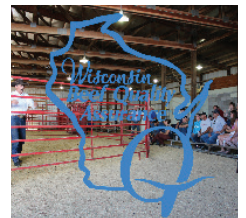
BEEF QUALITY ASSURANCE CERTIFICATION MEETINGS SCHEDULED

The UW-Madison Division of Extension and the Wisconsin Beef Council are hosting a set schedule of in-person Beef Quality Assurance (BQA) certification meetings through February. In-person sessions are intended for those who cannot complete the online certification available by going to bqa.org and clicking on 'Certification.'

To attend the in-person meetings, farmers must register seven days before the meeting date as attendance is limited based on location capacity and any COVID guidelines in place at that time.

Buyers representing some large packers and processors (including Tyson) only purchase cattle from farms selling beef breed types of finished cattle that are BQA Certified. BQA also reflects a positive public image and instills consumer confidence in the beef industry.

To register for an in-person session, visit beeftips.com and search "BQA Registration Form." ■



To sign-up for monthly e-updates from the Wisconsin Beef Council, please visit <https://www.beeftips.com/cattlemens-corner>

WISCONSIN REPRESENTED AT CATTLE INDUSTRY CONVENTION



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; and 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.

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 was to prioritize projects from national contractors. There are six 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).

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. ■

"WISCONSIN WAY" VIDEO ENHANCES EDUCATION ABOUT LOCAL BEEF PRODUCTION

The "Wisconsin Way" video debuted this summer as a tool for promoting beef and educating consumers about cattle production in our state, featuring the hard-working farmers dedicated to delivering nutritious, wholesome beef.

Wisconsin Way captures the stories of the beef industry from gate to plate with Reichert Land & Cattle, Hillside Farms, Marda Angus, Rush Creek Ranch, and Weber Meats. It focuses on key messages that consumers are interested in, including animal care, sustainability and beef safety.

WBC offered a soft launch of the video in the Beef Tent at Farm Technology Days in July. In August, Wisconsin Way made its first consumer-focused premiere at the Wisconsin State Fair Compeer Financial Discovery Barnyard August 5-15.

On August 25, WBC released the video on its social media channels through a crossposting campaign with influencers like Fabulous Farm Babe Pam Jahnke, Amy Pflugshaupt (formally of NBC 15), Alice in Dairyland, and key groups such as the Wisconsin Farm Bureau Federation and participating farm families.

Two weeks after its social media release, Wisconsin Way earned 8,300 views and reached 15,716 people on WBC's Facebook page alone. The crossposting campaign added an additional 7,500 views from partnering pages.

The video can be found on WBC's YouTube Channel as well as Facebook, Instagram, Twitter, and at beeftips.com. Wisconsin Way is available for organizations/educators, but WBC does request notification before it is used for tracking purposes. Those interested in learning more can email Kaitlyn at kirley@beeftips.com ■



EARN YOUR MBA



Help Wisconsin become a leader among Masters of Beef Advocacy graduates. The Checkoff-funded MBA course consists of five, free lessons in beef advocacy. The online lessons address environmental sustainability, beef nutrition, animal welfare and beef safety while taking advocates through the beef lifecycle, from pasture to plate. Upon completion of the interactive, online lessons, advocates will be equipped with the communication skills and information to be confident in sharing beef stories. Find more information at beefitswhatsfordinner.com/ masters-of-beef-advocacy ■

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