



## Wisconsin Beef Council Hires Brooke Roberts as Director of Communications and Outreach



Brooke Roberts of Whitelaw, Wisc., has been hired by the Wisconsin Beef Council to serve as their Director of Communications and Outreach. Roberts is a recent graduate from the University of Minnesota-Twin Cities with a Bachelors of Science in Agricultural Communications and Marketing, with a minor in Animal Science. She started her role on June 3.

She was raised and has been actively involved in her families' purebred polled Hereford cattle and club lamb farm, where she plays a role in management, marketing and showing their stock. Previously, she has had internships with Minnesota Beef and the American Hereford Association.

"I am extremely excited to join the Wisconsin Beef Council in this role and to have this opportunity to support the hardworking cattlemen and women that call Wisconsin

home," Roberts said. "I look forward to growing with the Wisconsin Beef Council and interacting with consumers and farmers alike to promote beef in Wisconsin – whether that's in the pasture or on the dinner table."

In her role as Director of Communications and Outreach for the Wisconsin Beef Council, Roberts' responsibilities will include oversight of producer and consumer communications, Farm to Fork tours, and Beef in the Classroom programs.

"We are excited to have Brooke joining our staff to continue the Wisconsin Beef Council mission of building demand for beef," said Wisconsin Beef Council's Executive Director, Tammy Vaassen. "She brings a strong cattle industry background, and combined with her ag communications degree and previous internship experiences, Brooke's skill set fits well with our programs."