



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## Wisconsin helps expand national beef promotion efforts

**CENTENNIAL, Colo.** – Wisconsin Beef Council staff recently attended the annual Partnerships in Action (PIA) conference to learn about national Beef Checkoff programs and discuss ways those efforts could be expanded in the state.

More than 80 state employees from 30 state beef councils participated in the event, which was held near Denver in the offices of the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff. Attending from Wisconsin were Wisconsin Beef Council Executive Director Tammy Vaassen, Director of Marketing Angie Horkan, Director of Communications and Outreach Kaitlyn Riley, Director of Compliance and Producer Outreach Grace Link, and Consulting Dietitian Sarah Agena.

“This event gives state beef councils the opportunity to share ideas and learn about national programs that can be extended in our state,” Vaassen said. “We are always looking for new ways to effectively and efficiently reach consumers with information about beef’s nutrition, versatility and taste.”

Topics of discussion over the three days included 2023 program strategy, current consumer trends and preferences, and an overview of upcoming *Beef. It’s What’s For Dinner.* promotions. Attendees also received hands-on training related to advocacy, communications, video and audio content creation and more.

Wisconsin staff lead multiple conversations. Link delivered a food service presentation to showcase how the Wisconsin Beef Council is working with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) to create a resource guide for School Food Service Professionals. This includes developing or remaking beef recipes conducive for schools as well as sharing resources for preparation and food safety.





Horkan shared how to connect and build relationships with television affiliates as well as the value of long-term relationships in the area. The Wisconsin Beef Council is the most active qualified state beef council with in-state television stations, completing 15 beef cooking segments on eight stations within six markets each month.

The PIA conference is coordinated by the Federation of State Beef Councils, which is supported by, and provides support to, state beef councils across the country. The Federation, which celebrates its 60<sup>th</sup> anniversary in 2023, was established by grassroots producers as a more concerted and focused effort to conduct national beef research and promotion programs.

For more information about how the Wisconsin Beef Council is driving the demand for beef, visit [beeftips.com/cattlemens-corner](http://beeftips.com/cattlemens-corner).

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The Wisconsin Beef Council is a producer-led non-profit organization funded by the \$1.00 per head Beef Checkoff. Half of the dollar remains in Wisconsin for local beef promotion, while the other half is used by the Cattlemen's Beef Board to fund national projects. The purpose of the Council is to fund beef promotion, research and consumer education activities to grow beef demand and support 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.

The Federation of State Beef Councils is housed by the National Cattlemen's Beef Association (NCBA), which is a contractor to the Beef Checkoff Program. The program is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture. The Beef Checkoff Program was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents of the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board.

