



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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“Wisconsin Way” video featuring local beef production debuts at Wisconsin State Fair

VERONA, Wis. — The Wisconsin Beef Council will officially release the newly produced “Wisconsin Way” video at the Wisconsin State Fair August 5-15, 2021.

“Whether it’s a cow-calf farm with cattle on pasture or a Holstein steer feedyard, Wisconsin has a unique beef industry that is not always shown in the mainstream media,” Kaitlyn Riley, Director of Communications and Outreach said. “The goal of the video was to showcase Wisconsin beef farms that come in different types and sizes, but all have the same goal of caring for land and animals, and producing high-quality, nutritious beef.”

The “Wisconsin Way” video 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.

The video will be on display in the Compeer Financial Discovery Barnyard, a free and interactive exhibit at the Wisconsin State Fair. Following the fair, Wisconsin Way will be showcased on Wisconsin Beef Council’s various social media channels.

The video can be found on the [Wisconsin Beef Council’s YouTube channel](https://www.youtube.com/watch?v=E4VjVJd1t3g) (<https://www.youtube.com/watch?v=E4VjVJd1t3g>).

Educators, agriculture organizations, and other groups who wish to utilize the video for educational purposes can request a copy by emailing Riley at kriley@beeftips.com. Please contact the Wisconsin Beef Council before incorporating the video into any presentations.

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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.

