

JULY 2025

# WISCONSIN BEEF COUNCIL

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## RECONNECTING WITH RETAIL: BRINGING BEEF TO THE FOREFRONT

In May, the Wisconsin Beef Council (WBC) hosted two impactful retail tours to strengthen relationships with key industry partners and share the story of Wisconsin beef from pasture to plate. These tours are one way Beef Checkoff dollars are building trust, growing demand, and highlighting the quality of this protein.

### WISCONSIN GROCERS ASSOCIATION TOUR

WBC welcomed nearly 25 retailers from the Wisconsin Grocers Association to Marda Angus in Lodi, owned by Terry and Ardel Quam. Over a beef lunch featuring smoked Tri-Tip — a cut growing in popularity — retailers heard from Laura Hinton, Senior Director of Channel Marketing for the National Cattlemen's Beef Association. She shared valuable consumer insights and tools available through the Beef Checkoff to help retailers promote beef.

The event was well received, earning an average score of 4.25 out of 5 for business value. Importantly, 100% of participants reported an increased understanding of the beef industry. Attendees said they gained insights into promotional resources, industry knowledge they can share with customers and new ways to better market beef in their stores.

### ALDI SUSTAINABILITY AND BUYING TEAMS VISIT WISCONSIN

The following day, WBC hosted 10 team members from ALDI's Sustainability and Buying teams in partnership with the Wisconsin Farm Bureau. The visit gave ALDI staff a firsthand look at a day in the life of a Wisconsin beef farmer — and what sustainability looks like on the ground.

Tour host Austin Arndt of Arndt Land and Cattle in Janesville showcased his family's commitment to animal care, land stewardship, and water conservation. The ALDI team expressed appreciation for the transparency and takeaways they could apply in their efforts to support a sustainable food supply.

"We were all impressed with the farm operations, the sustainable and efficient approach to farm management and the great dialogue," the team shared.

The visit not only helped ALDI better understand on-farm practices but also gave farmers an opportunity to ask how the retailer is reducing food waste and improving transportation throughout the supply chain. ■



## FIND US AT FARM TECHNOLOGY DAYS!

Have questions about the Beef Checkoff? Looking for more resources to help promote beef? Visit the Wisconsin Beef Council in the Beef Tent at Farm Technology Days! This year's event will be at Clinton Farms in Bear Creek, Wis., August 5-7. Our team will be on hand with information, promotional tools and beef facts to take home. ■



To sign up for monthly e-updates from the Wisconsin Beef Council, please visit [BeefTips.com/Cattlemens-Corner](http://BeefTips.com/Cattlemens-Corner).

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## BRAZEN HEAD PUB WINS 'WISCONSIN'S BEST BURGER CONTEST'

The Brazen Beer Cheese Burger at Brazen Head Pub in West Bend is the winner of this year's Wisconsin's Best Burger Contest hosted by the Wisconsin Beef Council. This half-pound beef burger features cheddar cheese, bacon, onion rings, and Harp beer cheese on a pretzel bun. Burger sales at Brazen Head Pub jumped 120% from May 1-June 9 compared to the same period in 2024. The contest was created to spotlight 100% beef burgers served in Wisconsin restaurants and drive demand. After nearly 6,300 public nominations, a secret panel judged the Elite Eight finalists on taste, presentation and overall burger experience. See all the finalists and download a burger road map at [beeftips.com/bestburger](https://beeftips.com/bestburger). ■

## MADISON BURGER WEEK MAKES HISTORY



Licari's Bar & Grill won Madison Burger Week with their bold creation, the "I'm On Fireball" Burger — a 1/3-pound patty smothered in homemade Fireball aioli, American and pepper jack cheese, bacon and Fireball cheese curds on a choice of French toast or a Stella's spicy cheese bun. This marks Licari's as the contest's first-ever repeat winner. The family-owned restaurant drew crowds from across the region with customers even traveling over an hour to get a taste.

The 2025 competition saw a 36% increase in votes, reflecting growing excitement around local burger culture. Hosted by the *Cap Times* and sponsored by the Wisconsin Beef Council and Pepsi in the 608, Madison Burger Week encourages residents to try unique beef burgers and support local restaurants. ■

## MASTERS OF BEEF ADVOCACY: EMPOWERING THE NEXT GENERATION

The Wisconsin Beef Council recently hosted a Masters of Beef Advocacy (MBA) classroom competition for Wisconsin high schools, giving students a chance to boost their beef knowledge — and win a beef gift certificate for their classroom.

MBA is a free, virtual, self-paced program designed to equip participants with the tools and resources they need to confidently answer tough questions about beef and cattle production. To participate, teachers had to have at least five students complete the course to be entered into a prize drawing.

Congratulations to this year's winners: Fort Atkinson, Montello, Greenwood and Little Wolf high schools!

Students celebrated in tasty ways: Fort Atkinson students marked the end of the school year with a beef burger cookout, while Little Wolf students created a full beef buffet — featuring roast beef, steak, tacos, and even a side-by-side comparison of hamburger with different fat percentages as part of their classroom learning.

To learn more about MBA and complete the course, visit [mba.beeflearningcenter.org](https://mba.beeflearningcenter.org). ■



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