

OCTOBER 2023

WISCONSIN BEEF COUNCIL

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CONNECTING FARMS TO SCHOOL FOODSERVICE

The Wisconsin Beef Council (WBC) developed a new resource guide that helps school foodservice staff utilize beef more often and in different ways on their lunch trays.

In June, WBC presented the guide at the state's School Nutrition Association Conference and took more than 35 staff on a tour of Roskom Meats in Kaukauna and Muenster Cattle Company in Seymour to gain an industry perspective. The resource guide encompasses beef's nutritional benefits for adolescents, different ways to utilize various cuts of beef in recipes, ways to source local beef, safety tips and tricks when working with raw product, and a variety of recipes that are pre-credited for the directors' ease of use.

The resource guide is the first of its kind and is available for use by all state beef councils at www.BeefTips.com as well as on the new K-12 nutrition page of www.BeefItsWhatsForDinner.com. ■



BEEF IN THE CLASSROOM

REACHING SCHOOLS ACROSS THE STATE

During the 2022-2023 school year, WBC approved 187 applications for Beef in the Classroom grants. This program reached 11,535 students, up 20 percent from the previous year.

ABOUT BEEF IN THE CLASSROOM

This program targets high school family and consumer science classes and helps teachers buy beef and veal products. Beef in the Classroom strengthens lessons about beef selection, storage, preparation and nutrition. The financial support is awarded in the form of a grant that teachers must apply for and receive based on the number of students in their classes. The grant money can only be used to buy beef for the classroom or teaching labs. ■



VIRTUAL INDUSTRY TOURS

WBC worked with the Alice in Dairyland program to complete four virtual beef industry tours that are now available on YouTube and at BeefTips.com. These tours showcase a cow-calf operation, dairy steer feedlot, meat processing facility and restaurant that serves local beef.

These videos were created after receiving several requests from educators to have Wisconsin beef farmers visit classrooms. This digital platform gives students a farm-to-fork experience as part of their daily instruction. WBC worked with a local teacher to develop lesson plans and curriculum around the videos so teachers can have turnkey content. For more information about the virtual farm tours, email Kaitlyn Riley at kriley@beeftips.com. ■



To sign-up for monthly e-updates from the Wisconsin Beef Council, please visit BeefTips.com/Cattlemens-Corner.

Wisconsin
BEEF COUNCIL

BEEF PRODUCERS GUIDE CHECKOFF PROGRAMS

Wisconsin beef producers and industry members provided local and national Beef Checkoff direction this summer.

SUMMER BUSINESS MEETING

Wisconsin was represented at the Summer Business Meeting in July by its four Cattlemen's Beef Board (CBB) members: Arin Crooks, Lancaster; Terry Quam, Lodi; Steve Springer, Linden; and Tammy Wiedenbeck, Lancaster. Rosie Lisowe of Chilton also represented Wisconsin as a Federation of State Beef Councils member. Summer Business meeting is where potential Beef Checkoff contractors present proposals for one of six national Beef Checkoff Committees to review. Those Checkoff committees are made up of CBB and Federation of State Beef Councils members and include Consumer Trust, Domestic Marketing, International Marketing, Nutrition & Health, Safety & Product Innovation and Stakeholder Engagement. Their purpose is to evaluate and score these proposed projects. Those evaluations are forwarded to the Beef Promotion Operating Committee for consideration in funding for the new fiscal year.

WISCONSIN BEEF COUNCIL COMMITTEE MEETINGS

The same process that determines funding for national Beef Checkoff programs occurs at the WBC in August. The board of directors, which is made up of beef and dairy producers and industry representatives, divides itself into three committees (Promotions, Consumer Information and Producer Communications/Industry Information) to hear staff proposals for project funding. These committees then forward their recommendations to the full board to vote on funding for the upcoming year. ■



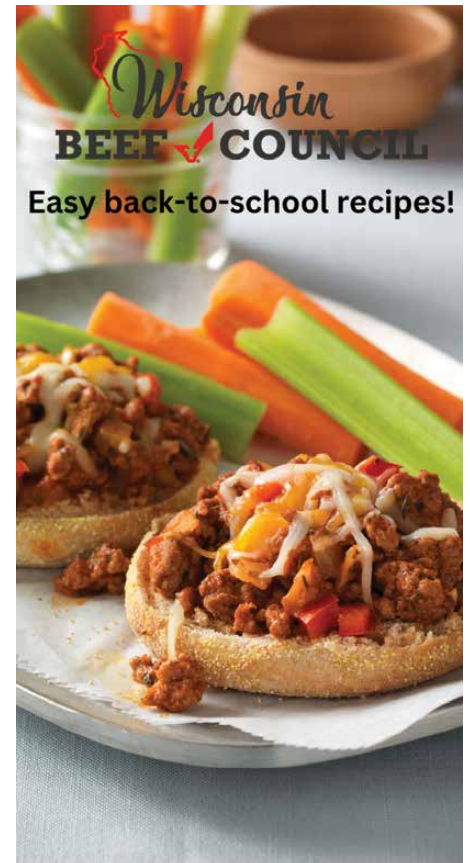
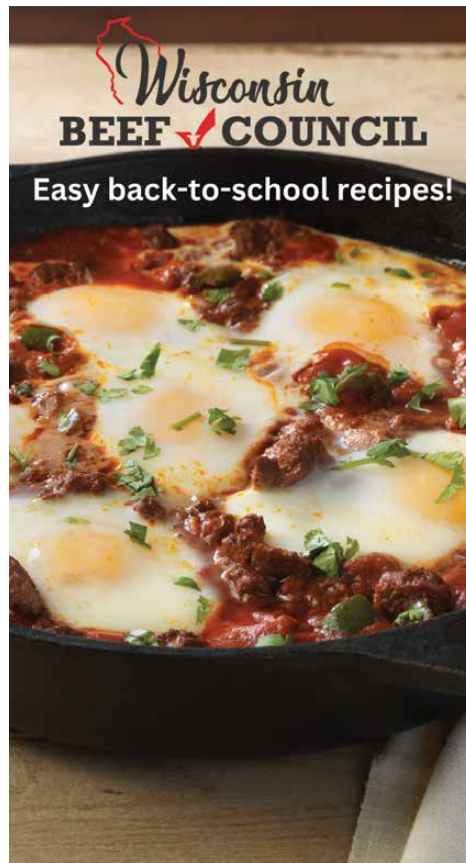
PERFORMING ON PINTEREST

Capitalizing on the back-to-school momentum for families in late summer, WBC invested in a Pinterest advertising campaign. Pinterest is a social media platform used to help people find useful, relevant ideas. As users browse Pinterest, they gather inspiration for what to try next including beefy recipes for the school year. According to Pinterest, 465 million people use the platform each month.

The campaign earned 214.1K impressions (number of times the advertisement was seen) and 2.2k clicks. Of those, nearly 1,000 were outbound clicks sending them to *BeefTips.com* where they have access to recipes and farmer stories. The average cost per pin click was \$0.22.

The largest audience segment was females age 25-44, a younger demographic than is typically seen on other social platforms such as Facebook. WBC will continue working with a Pinterest Business Partner to target the appropriate audience and serve ads that show pinners *Beef. It's What's For Dinner.*

You can follow the WBC on Pinterest by visiting pinterest.com/WisconsinBeefCouncil. ■



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