



WISCONSIN BEEF INDUSTRY SNAPSHOT

In Wisconsin there are

3.3 Million

HEAD OF CATTLE²



22,777

FARMS AND RANCHES
with CATTLE AND
CALVES.²



500+

LICENSED MEAT
ESTABLISHMENTS located in
68 COUNTIES.¹



Wisconsin's livestock and
meat industries **DIRECTLY**
EMPLOY MORE THAN

43,000

people.

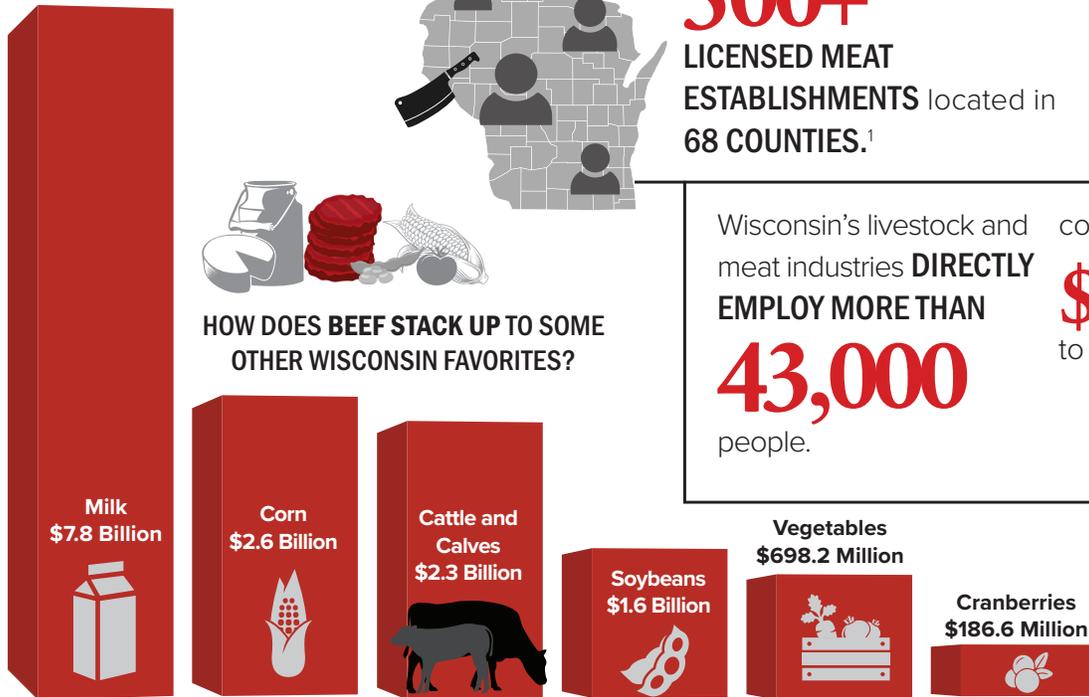
contributing

\$34 Billion

to Wisconsin's economy.¹



HOW DOES BEEF STACK UP TO SOME
OTHER WISCONSIN FAVORITES?



2022 Cash Receipts³

Sources:

1. State of Wisconsin, Department of Agriculture, Trade and Consumer Protection
2. U.S. Department of Agriculture, 2022 Census of Agriculture
3. 2023 Wisconsin Agricultural Statistics Bulletin

Wisconsin Beef Council is a part of the Federation of State Beef Councils.



About the Federation of State Beef Councils

Created in 1963, the Federation of State Beef Councils represents the 43 Qualified State Beef Councils and is committed to its vision, which is to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. State beef councils voluntarily invest in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. Housed at the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, the Federation is a grassroots organization run by producers across the country.

About the Beef Checkoff

The Beef Checkoff 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 may 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, which administers the national Checkoff program, subject to USDA approval.