

BEEF
IT'S WHAT'S FOR DINNER.®

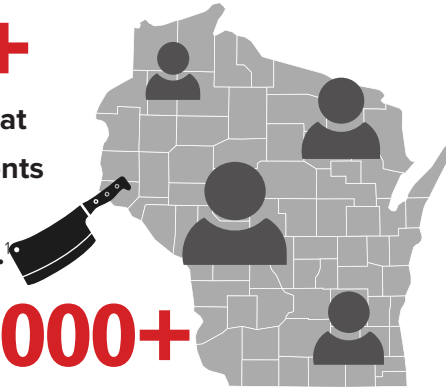
WISCONSIN

BEEF INDUSTRY SNAPSHOT

In Wisconsin there are

500+

licensed meat establishments located in 68 counties.



105,000+

People employed in Wisconsin's meat sector.¹

27,777

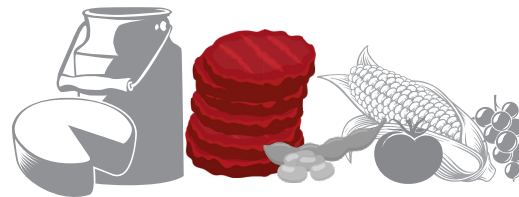
farms and ranches with cattle and calves.²



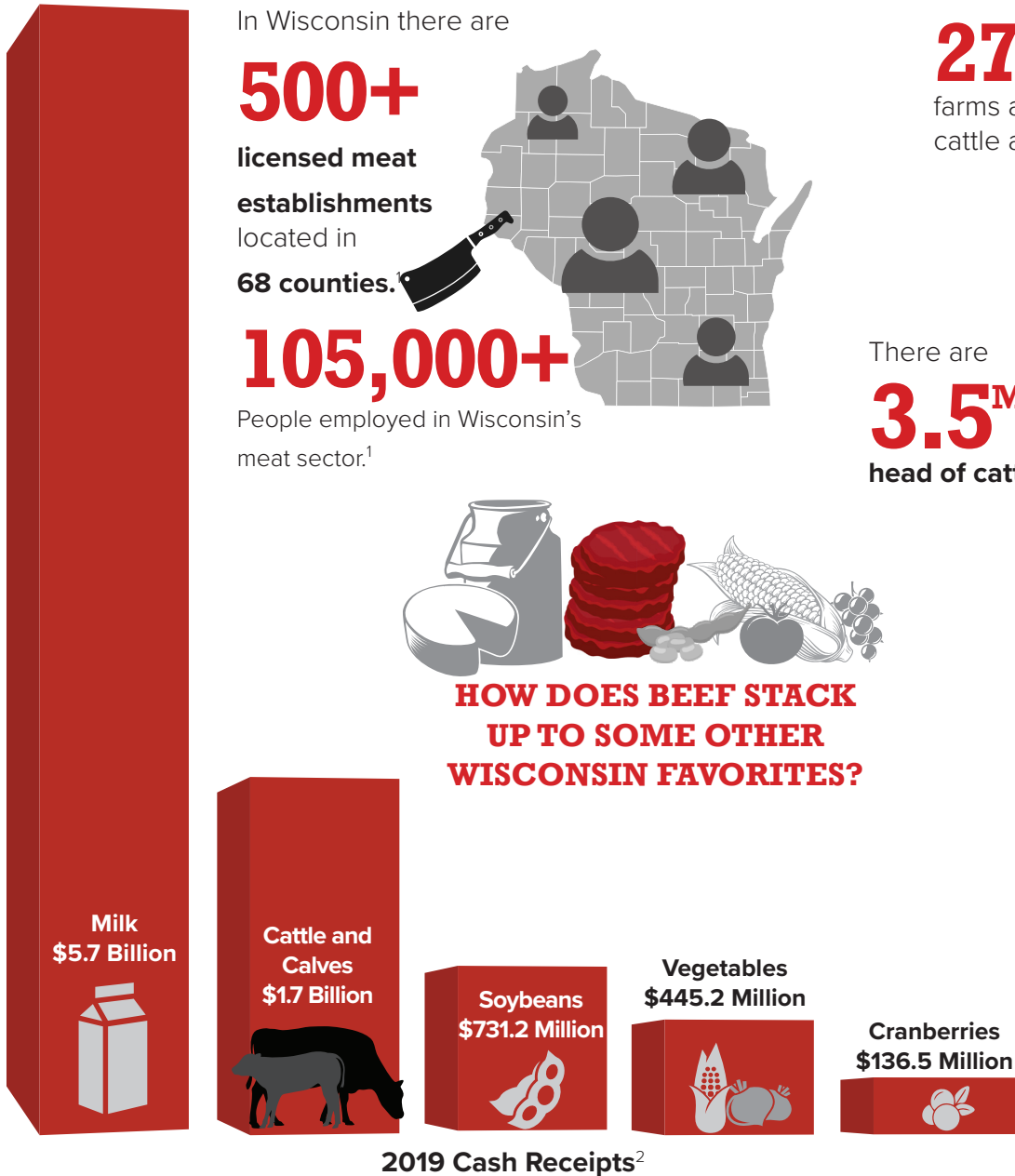
There are

3.5 Million

head of cattle in Wisconsin.⁴



HOW DOES BEEF STACK UP TO SOME OTHER WISCONSIN FAVORITES?



2019 Cash Receipts²

CATTLE BENEFIT PEOPLE AND THE PLANET

Beef is a good source of ten essential nutrients including high quality protein, iron, zinc, and choline with more than 30 lean cuts.

Farms and ranches protect open space and provide wildlife habitat.

Cattle can feed on byproducts from food production industries (like breweries), such as distiller grains and wheat millings, reducing the volume of waste going to landfills and converting waste products into high-quality protein.

Sources:

1. Wisconsin Department of Agriculture, Trade and Consumer Protection
2. U.S. Department of Agriculture, 2017 Census of Agriculture
3. U.S. Department of Agriculture, Economic Research Service
4. U.S. Department of Agriculture, National Agricultural Statistics Service

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

About the Federation of State Beef Councils

The Federation of State Beef Councils is housed by the National Cattlemen's Beef Association (NCBA), which is a national contractor to the Beef Checkoff. The national Beef Checkoff is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture. 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 retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board.



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