



NEWS RELEASE

Kaitlyn Kesler
Wisconsin Beef Council
Director of Communications and Outreach
608-833-9944
kriley@beeftips.com

FOR IMMEDIATE RELEASE

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Building a Stronger State and National Partnership

State Beef Councils from across the country gathered in Denver, October 11-13, for the annual Partnerships in Action (PIA) conference. Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA brings state beef councils together to build a stronger state and national partnership. The theme of “Superheroes in Action” packed a powerful punch as attendees learned about national Beef Checkoff programs and discussed ways those efforts could be expanded in Wisconsin.

Topics discussed during the event highlighted how the “dynamic duo” of the Beef Checkoff and state beef councils work together to drive demand for beef. Attendees learned about program strategy, current consumer trends and preferences, and upcoming *Beef. It’s What’s For Dinner.* promotions. More than 80 state staff from 32 state beef councils participated in the event, including Tammy Vaassen, executive director; Angie Horkan, director of marketing; Kaitlyn Kesler, director of communications and outreach; and Grace Link, director of compliance and producer outreach from the Wisconsin Beef Council.

“Connecting with other state beef councils and learning what national programs we can implement in our state is essential,” Vaassen said. “These partnerships help us effectively leverage Beef Checkoff funds and create programs that have the greatest impact to our producers.”

The Wisconsin Beef Council is part of the Federation of State Beef Councils and voluntarily invests in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. The Federation was established in 1963 by grassroots producers as a more concerted and focused effort to conduct national beef research and promotion programs.

For more information about how the Wisconsin Beef Council is driving the demand for beef, visit www.beeftips.com.

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Funded by the Beef Checkoff

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.

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.

