



NEWS RELEASE

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Beef Leadership Institute applications are open

VERONA, Wis. – The Wisconsin Beef Council and the Wisconsin Cattlemen’s Association will host a new, year-long program to train future champions of Wisconsin’s Cattle Industry.

Applications for the newly created Wisconsin Beef Leadership Institute are now open and will be accepted through March 1. Those selected to participate will complete a series of educational sessions designed to shape local advocates. They will gain skillsets to enhance their communication skills and diversify their knowledge of the beef industry. These leaders will use their voices to extend the reach and impact of the Wisconsin Beef Council and Wisconsin Cattlemen’s Association.

The Wisconsin Beef Council is a producer-led, non-profit organization funded by the \$1.00 per head Beef Checkoff. Through the Wisconsin Beef Council, participants will learn how to educate about the state’s beef industry from farm to fork with seminars that focus on sharing your story, understanding the nutritional value of beef, and working with different types of media.

The Wisconsin Cattlemen’s gives a legislative voice to Wisconsin’s beef producers on a local, regional and national level. The association works closely with many industry partners to maintain a positive business environment for cattlemen through leadership and education. The Wisconsin Cattlemen’s Association will guide participants through meeting with their local legislators and discussing key topics impacting the state’s cattle industry.

This collaborative effort will be divided between the two organizations. Each will host separate workshops during the quarterly sessions. After completing a year of training, institute graduates will join an esteemed group of alumni and will be called upon to assist the Wisconsin Beef Council and/or Wisconsin Cattlemen’s Association. Such duties may include responding to media requests, identifying local media contacts, being a voice to consumers and educators, encouraging participation in the Masters of Beef Advocacy





program, ensuring the voice of the cattle industry is heard, or providing aid for any other needs that may arise.

There is a \$100 fee for selected individuals to participate. Hotels, meals, and program costs will be covered by the two organizations. The application and an agenda for the spring training session can be found online at beeftips.com/cattlemens-corner/monthly-checkoff-updates.

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The Wisconsin Beef Council is a producer-led non-profit organization funded by the \$1.00 per head Beef Checkoff. Half of the dollar remains in Wisconsin for local beef promotion, while the other half is used by the Cattlemen's Beef Board to fund national projects. The purpose of the Council is to fund beef promotion, research and consumer education activities to grow beef demand and support 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.

The Wisconsin Cattlemen's Association is a trusted leader in the Wisconsin beef industry and gives a voice to Wisconsin's beef producers on a local, regional and national level. Cattlemen and women can count on the WCA to protect their backs when it comes to legislation impacting beef farms. The association works closely with many industry partners to maintain a positive business environment for cattlemen through leadership and education. Become a member to ensure a viable Wisconsin beef industry now and in the future.

