



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Radunz to lead Wisconsin Beef Council Board

VERONA, Wis. — The Wisconsin Beef Council Board of Directors elected new leadership to guide the Beef Checkoff program in the state.

Dr. Amy Radunz of Ellsworth, Wis. will lead the 23-member board as president for the next two years. Radunz is a beef cattle technical specialist and serves on the board through appointment by the Wisconsin Cattlemen's Association. She also raises stocker cattle on her farm in Pierce County. Radunz accepted the president's role following Rosie Lisowe, a dairy farmer from Chilton, Wis. who completed her two-year term.

"I feel privileged to serve on the Wisconsin Beef Council Board and look forward to leading for the next two years as President," Radunz said. "We face a challenging next two years with less Beef Checkoff revenue due to lower cattle numbers, and therefore, it is important to oversee the investment of these checkoff dollars in programs that will continue to build beef demand."

Radunz also serves on the Wisconsin Agricultural Export Advisory Council. This council guides initiatives to promote the export of Wisconsin's agricultural and agribusiness products. She brings these experiences to the table to aid in Wisconsin Beef Council's mission.

"The staff of the Wisconsin Beef Council continues to deliver excellent programs that promote the multiple advantages of beef, grow consumer trust in beef production, and drive beef exports," Radunz said. "I am very excited about the opportunities we have to grow exports with our investments in US Meat Export Federation and the additional grant dollars from the Wisconsin Ag Export Council."

Radunz will also act as the Federation of State Beef Councils director on behalf of Wisconsin. Lisowe will continue to serve on the Executive Committee as past president.

The board elected Curt Larson of Baraboo, Wis. as president-elect. Larson is the President and CEO of Equity Cooperative Livestock Sales Association. Travis Clark of Rosendale, Wis. accepted the position of secretary-treasurer. Clark represents FarmFirst Dairy Cooperative.





In addition to the officer team, the board elected committee chairs and two at-large members to serve one-year terms on the Executive Committee.

Todd Cummings (Ogema), Equity Cooperative Livestock Sales – Consumer Information Committee
Brad Solchenberger (Cazenovia), Equity Cooperative Livestock Sales – Promotion Committee
Brady Klatt (Ladysmith), Wisconsin Cattlemen’s Association – Producer Communications/Industry Information Committee
Brady Zuck (Ladysmith), Wisconsin Cattlemen’s Association – At-Large Member
Abdullah Hussaini (Baraboo), Equity Cooperative Livestock Sales – At-Large Member

The following individuals completed their terms on the board and were recognized for their dedication to the beef industry:

Dale Bakke (Watertown), American Veal Association
Eric Johnson (Dane), Wisconsin Cattlemen’s Association

The Wisconsin Beef Council Board is made up of individuals appointed by statewide organizations to serve three-year terms. Those individuals either pay the Beef Checkoff and/or collect the Checkoff. The organizations’ mission is to build beef demand that is sustainable for future generations.



Wisconsin BEEF COUNCIL



From L-R Back Row: Curt Larson, Brady Zuck, Abdullah Hussaini, Brady Klatt, Todd Cummings
From L-R Front Row: Travis Clark, Brad Solchenberger, Amy Radunz

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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.