



Wisconsin Beef Council Promotes Heart Healthy Lean Beef

The Wisconsin Beef Council (WBC) recently partnered with the American Heart Association, the Wisconsin Association of Nutrition and Dietetics and the Wisconsin Society for Cardiovascular and Pulmonary Health and Rehabilitation to help educate health professionals and consumers on how to include lean beef into a healthy diet.

The Wisconsin Beef Council was the featured sponsor of the American Heart Association Red Dress Event in Milwaukee on March 7th. The American Heart Association's Go Red for Women Red Dress Collection is an exclusive event where top designers, models and celebrities demonstrate their support for women's heart health during New York Fashion Week. Founded by The Heart Truth, the event reminds women that heart diseases and stroke cause 1 in 3 women's deaths each year, killing approximately one woman every 80 seconds. In fact, an estimated 44 million women in the U.S. are affected by cardiovascular diseases. The good news is 80 percent of cardiac and stroke events may be prevented with education and action. As the featured sponsor of the event an AHA approved recipe, Spicy Korean Beef & Cucumber Appetizer, was featured during the event. WBC also provided information on heart healthy recipes and the importance of protein to the 150 people in attendance.

The Wisconsin Beef Council also had a large presence with nutrition professionals, including Registered Dietitians, at the Wisconsin Academy of Nutrition and Dietetics Annual Conference in Madison March 20th – 22nd as the Awards Luncheon Sponsor. The Awards Luncheon which honored outstanding Registered Dietitians and students, featured the AHA recipe Top Sirloin Steak, Green Bean and Tomato Salad. The WBC also set up an educational booth during the expo hours with educational resources for health professionals to share with their clients, recipes, and the very popular Beef Jerky Trail Mix Station.



Lastly, we had a great presence this year as a Platinum Sponsor at the Wisconsin Society of Cardiovascular and Pulmonary Health and Rehabilitation Conference in the Wisconsin Dells on April 5th and 6th. Nearly 200 health care professionals from Wisconsin attended the conference, including exercise physiologists, nurses, physicians, respiratory and physical therapists, and dietitians. The WBC booth showcased educational resources for professionals to use, recipes and the newest information available for health professionals regarding healthy beef recipes,

beef nutrition, Beef in an Optimal Lean Diet (BOLD) and the Beef Jerky Trail Mix Station. Part of our sponsorship also included a cooking demo with NCBA Chef Alex Reitz. Chef Reitz talked about the newly developed AHA recipes and how you can cook without added salt, sugar or fat. He also demonstrated how to prepare the AHA recipe Spicy Korean Beef & Cucumber Appetizer. During the cooking demonstration cardiovascular professionals were able to try three different AHA approved appetizers which they can promote to clients they see on a weekly basis.



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About the Wisconsin Beef Council

The Wisconsin Beef Council is a producer-directed not-for-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 from around the state.

About the Beef Checkoff

The Beef Checkoff Program 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 on 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.