

## Wisconsin Beef Council FY2005 Expenditures

Beef Board - \$ 736,654  
Federation of State Beef Councils - \$ 111,055  
State of Origin - \$ 288,755  
Promotion - \$ 262,074  
Consumer Information - \$ 178,313  
Compliance - \$ 3,780  
Producer Communications - \$ 33,390  
Industry Information - \$ 27,699  
Research - \$ 14,937  
Non-program Administration - \$ 117,062  
Excess Expenditures over Revenue - \$ 3,085  
**Total - \$ 1,776,804**

### 2006 Wisconsin Beef Council Board of Directors

Mark Riechers, President, Darlington, 608-762-5313, *WI Cattlemen's Association and Cattlemen's Beef Board*  
Steve Van Lannen, Vice President, Green Bay, 920-406-2103, *Packerland Packing*  
Chuck Adami, Baraboo, 608-356-8311, *Equity Cooperative*  
Chuck Born, Sheboygan Falls, 920-467-6684, *National Farmer's Org.*  
Jack Cummings, Endeavor, 608-981-2652, *WI Cattlemen's Assoc.*  
Joyce Eggleston, New Glarus, 608-527-4811, *WI CattleWomen*  
Byron Freeman, Whitewater, 262-473-3089, *WI Cattlemen's Assoc.*  
Cal Herrmann, Eden, 920-477-2711, *WI Assoc. of Meat Processors*  
Dave Johnson, Baraboo, 608-356-8311, *Equity Cooperative*  
Ernie Kramer, Stratford, 715-687-2188, *Equity Cooperative*  
Mark Liebaert, South Range, 715-398-5234, *WI Farmer's Union*  
Gregg May, Mineral Point, 608-574-0719, *WI Cattlemen's Assoc.*  
John Miller, Reeseville, 920-927-2124, *Milwaukee Stockyards*  
Kim Miller, Reedsville, 920-772-4978, *WI Veal Grower's*  
Patrick O'Brien, Eden, 920-477-2073, *WI Livestock Dealers*  
Terry Quam, Lodi, 608-592-3649, *WI Cattlemen's Association*  
Greg Selbrede, Sparta, 608-269-7791, *Equity Cooperative*  
Merlyn Soda, Berlin, 920-294-3152, *Equity Cooperative*  
Wayne Staidl, Peshtigo, 715-582-3671, *WI Farm Bureau*  
Dean Strauss, Sheboygan Falls, 920-467-1357, *Professional Dairy Producers of Wisconsin*  
Gary Sutherland, Reeseville, 920-927-2124, *Milwaukee Stockyards*  
Frank Trapp, Watertown, 920-699-5501, *WI Cattlemen's Veal Rep*  
Lawrence Traun, Durand, 715-672-5524, *Central Livestock Exchange*  
Dr. Robert Walton, DeForest, 608-846-2104, *WI Cattlemen's Assoc.*

### Ex-Officio Members

Bill Ehrke, Fort Atkinson, 920-563-4608, *Cattlemen's Beef Board*  
Tod Fleming, Baraboo, 608-356-8311, *Equity Cooperative*  
Jerry Groehler, Watertown, 920-925-3450, *NCBA Veal Director*  
Pat Kilsdonk, Marathon, 715-573-2087, *NCBA Veal Director*  
Jeff Lehmkuhler, Madison, 608-263-7761, *University of Wisconsin*  
Nancy Thomas, Cobb, 608-623-2544, *WCA and CBB*

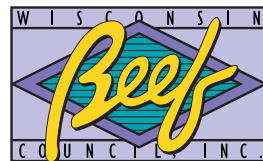
### Staff

John Freitag, *Executive Director*  
Angela Horkan, *Director of Marketing*  
Nancy Kellner, *Director of Retail*  
Ardel Quam, *Director of Compliance and Office Manager*

# Wisconsin Beef Council 2005 Annual Report



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## Chairman's Letter

Dear Fellow Beef Producers:

When I introduce myself as the President of Wisconsin Beef Council, I usually say "...we're the 'BEEF. IT'S WHAT'S FOR DINNER.' group." It is a great, recognizable, tag line and they smile knowing that they are meeting a food producer who is proud to grow and promote their favorite food.

Enacted in 1986, the beef check-off is a producer-directed, consumer-focused program dedicated to building demand for beef and veal through promotion, consumer education and research. The beef check-off's legality was upheld by a decision of the U.S. Supreme Court this past year. More than 70% of producers who pay the check-off support it. Because of this investment program, there has been a documented increase in beef demand. Consumer confidence in our product is holding steady at over 90%. Marketing experts estimate that increase in demand has added around \$200 to the value of feeder cattle.

This year's decrease in production and sales of cattle grown in Wisconsin has left us with lower revenues and the need to decrease our budget. Every effort has and will be made to utilize our check-off dollars to the best of our collective judgments. The directors of the WBC have entrusted our fantastic staff with the responsibility of implementing programs such the ones highlighted in this annual report, which educate consumers and promote beef consumption. We also reach out to producers through our cooperative efforts with our UW extension beef specialist helping Wisconsin producers improve on meeting consumer demands. I hope you find this report informative and interesting and will continue to support our efforts to promote beef- it's what's for dinner.

Sincerely,  
Mark Riechers, President WBC

## CONSUMER EDUCATION

Through two state-wide television media tours and monthly TV cooking segments in the Madison and Milwaukee TV markets, your Wisconsin Beef Council reached over 500,000 Wisconsin consumers with beef and veal recipes, nutrition information and cooking tips. The WBC received over 2 hours of FREE airtime during morning and noon news programs. It would have cost over \$56,500 to buy this valuable TV time. By utilizing our contacts with Wisconsin's television media, the WBC can promote beef and veal to Wisconsinites through television, and we have become a first-call resource for beef industry issues and nutrition segments.



## BEEF QUALITY ASSURANCE

In an effort to reach dairy producers, the Wisconsin Beef Council and the UW Beef Extension agent, invited Wisconsin Dairy Extension Agents to Green Bay where they could view and learn first-hand the opportunities associated with producing a high quality dairy beef product. A successful meeting is leading to a similar program this coming year.

## BEEF DAY AT THE WISCONSIN STATE FAIR

Over 95,000 people attended the Wisconsin State Fair on Sunday, August 14, 2005, the third annual "Beef. It's What's For Dinner." day. Over 42,000 beef samples and 31,000 pieces of literature and coupons were distributed to fairgoers. Nine beef companies offered information about their products, along with food safety and nutritional information, recipes, and coupons. "Patty Melt" and "Beefman" handed



out a free gift bag to the first 1000 kids. Equity Livestock and the UW-Madison Muscle Biology Lab displayed a side of beef educating consumers on where all the retail cuts come from.

## RETAIL

Your Wisconsin Beef Council's retail newsletter continues to be distributed throughout the year, offering new point-of-sales marketing materials to supermarkets and meat markets across the state. This past *Summer Grilling* mailing had a response that sent out over 57,000 pieces of promotional materials to the stores!! The *Holiday Roast* and *September Food Safety Month* mailing was also very successful.

## NUTRITION

Your Wisconsin Beef Council has 15 nutrition professionals, from across the state, who conduct free health and wellness seminars, which focus on how to include lean beef in a healthy lifestyle. In 2005, these valuable third-party endorsees completed 61 seminars, reaching over 5,000 Wisconsin adults and children with positive beef nutrition information.

## RADIO

Your Wisconsin Beef Council extended the National "Beef. It's What's For Dinner." enjoyment and nutrition advertising campaign with statewide radio. A top-of-mind radio schedule utilizing Sam Elliot and the "Beef. It's What's For Dinner." tagline and music reached 95% of Wisconsin adults, ages 18-44, beef's target market. Over 2,000 commercials aired in Wisconsin's four largest radio markets during 2005.

## VEAL

Over 549,000 *Footlights Playbills*, the perfect venue for advertising veal, featured an ad containing a color photo and website information. The playbills are distributed at the Madison, Milwaukee and Chicago ballet, opera and symphony. To minimize costs and provide added value, a retail partnership was made with two prestigious high-end grocery stores in each area (Madison - Hilldale Sentry, Milwaukee - Grasch's). This gave a specific direction for consumers to go when purchasing veal.

