

# WISCONSIN BEEF COUNCIL

957 Liberty Drive, Suite 201, Verona, WI 53593 ■ (800) 728-BEEF (2333) ■ BeefTips.com

## BEEF INDUSTRY LEADERSHIP TEAM STUDIES U.S. BEEF'S MARKET POTENTIAL IN KOREA, JAPAN

In early May, 15 beef industry leaders from 10 states, including Wisconsin, were in Seoul, South Korea, and Tokyo, Japan where they studied market conditions and U.S. beef's potential while witnessing and participating in U.S. beef promotions. Joe Meyer (Unity, Wis.) and Brady Klatt (Clinton, Wis.) represented Wisconsin Beef Council (WBC) on the trip. In both markets, the weeklong tour included U.S. Embassy briefings from Agricultural Trade Office staff and market updates from U.S. Meat Export Federation (USMEF) staff. The trip was organized by USMEF, a contractor to the Beef Checkoff.

The team also met with USMEF exporter members and visited a research and development center, online wholesaler in Seoul, and the head office of a sauce and seasoning business in Tokyo. The team witnessed and participated in marketing activities including a beef trade seminar for the foodservice sector, a consumer seminar in Tokyo, and several retail promotions for U.S. beef in both markets. Team members also participated in a livestreaming event for U.S. beef with an e-commerce company in Seoul.

"It was interesting to see how the beef we raise is exported and marketed by USMEF in South Korea and Japan," Meyer said. "I also learned that USMEF is able to leverage Beef Checkoff investments with USDA funds (from sources like market access and foreign market development programs) and in-market partnerships. For example, we participated in a cooking class for chefs that was partially funded by a propane company."

According to Klatt, "sustainability is not defined or regarded in South Korea and Japan like it is here. They still have concerns about bovine spongiform encephalopathy (BSE), and traceability is important. When looking at the retail meat cases, there is limited ground beef as compared to other beef cuts featured."

"It was important for the group to see the Korean and Japanese markets for themselves," says John Hinners, USMEF senior vice president of industry relations. "There is tremendous competition in these high-value markets, and team members asked to see firsthand how the industry works to differentiate high-quality U.S. beef with consumers. Both markets still hold strong potential for

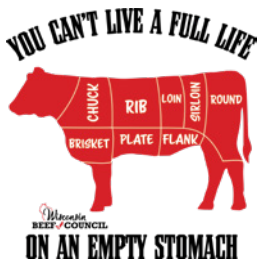


Meyer and Klatt presented during the beef trade seminar held in Tokyo, sharing details about their farms and how beef is raised in Wisconsin.

U.S. beef, and the team was able to see how Checkoff dollars are working to develop new and emerging opportunities."

Korea and Japan were the top volume markets for U.S. beef exports in 2023. Japan has continued to experience challenges with exports due to the strong U.S. dollar. However, optimism is high as it relates to the foodservice sector driven by a rebound in tourism in both countries. In South Korea, 2022 was the first year that meat consumption exceeded rice; in fact, per capita consumption of beef has increased from 20.9 pounds in 2000 to 32.6 pounds in 2023.

Funding for a portion of the travel for Meyer and Klatt along with expenses for the beef trade seminar in Tokyo was made possible, in part, by a grant WBC received from the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). The visit to Japan was designed to further enhance relationships with the foodservice trade in the country as a follow-up from the Japanese trade team that WBC hosted in-state in 2023. ■



## FUNDRAISER EARNS \$1,175 FOR FEEDING WISCONSIN

The Wisconsin Beef Council (WBC) presented Feeding Wisconsin with a \$1,175 donation to purchase beef for families in need.

For two weeks, the organization worked with a Wisconsin company to sell apparel featuring beef cuts with the text, "You can't live a full life on an empty stomach." In total, WBC sold 235 shirts across the state.

Feeding Wisconsin is the statewide association of the Feeding America food banks that sources, warehouses and provides food to more than 1,000 local food programs throughout Wisconsin.

WBC has a longstanding partnership with Feeding Wisconsin having donated \$7,000 to the organization from previous efforts. ■

To sign-up for monthly e-updates from the Wisconsin Beef Council, please visit [BeefTips.com/Cattlemens-Corner](https://www.beeftips.com/cattlemens-corner).



## 'BEST BURGER CONTEST' BOOSTS SALES FOR PICKLES BAR & GRILL



Pickles Bar & Grill in Hazelhurst saw a surge in burger sales after the Wisconsin Beef Council announced their All American Burger won the inaugural Wisconsin's Best Burger Contest.

The All American Burger is a half-pound burger with lettuce, tomato, raw onion, smoked garlic mayo and choice of cheese. All of Pickles' burgers consist of a craft blend of brisket, short rib and ground chuck that are seasoned with a house blend seasoning.

"We are honored to have our All American Burger named as the winner of the Wisconsin Beef Council's 2024 Best Burger Contest,"

said Justin Koshak, who co-own Pickles with Dan Linscott. "We are happy to represent what the Northwoods has to offer when it comes to restaurants, taverns and grills. There are so many great spots up here that showcase great menus and fantastic food."

Koshak told WSAW-TV the contest quadrupled his burger sales and helped their slow season in the northwoods with no snow or snowmobiles. Pickles went through 70 pounds of beef the week they placed in the Elite Eight. After the winner announcement on May 1, they sold 356 pounds of beef in one week.

The contest was designed by the Wisconsin Beef Council to seek out and promote 100 percent beef burgers prepared in Wisconsin restaurants.

"We are thrilled with the overwhelming response from Wisconsin residents for this contest," Tammy Vaassen, executive director of the Wisconsin Beef Council, said. "The Wisconsin Beef Council's mission is to grow demand for beef, and all of our Elite Eight restaurants have reported a strong increase in business and sales of beef burgers."

The announcement follows a nomination period of 30 days where consumers across the state could submit their favorite burger joint. The Elite Eight restaurants were those that received the most nominations. Throughout April, a secret panel of judges visited each restaurant to evaluate a burger on the menu.

A map of the Wisconsin's Best Burger contest Elite Eight can be printed at [www.beeftips.com/events/best-burger-contest](http://www.beeftips.com/events/best-burger-contest) and used as a guide as Wisconsinites plan summer vacations or are looking for a day-trip destination in the coming months. ■

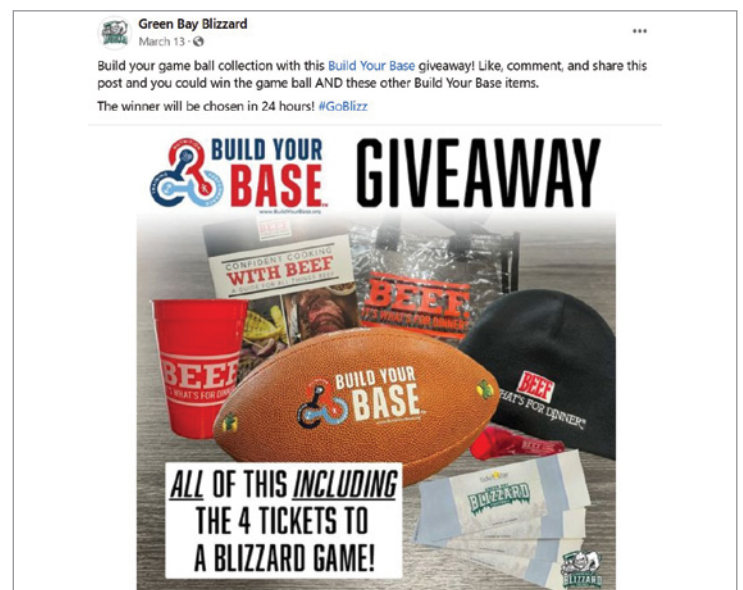
## WBC KEEPS BEEF'S NUTRITION BENEFITS TOP OF MIND

This spring, the Wisconsin Beef Council (WBC) team worked to ensure consumers and health professionals across the state understand beef is a good source of 10 essential nutrients that support a heart-healthy lifestyle including protein, zinc, iron and B vitamins. Activities that we've participated in include:

- Creating social media features in January to kick-off healthy eating in the New Year and February during Heart Health month.
- Publishing nutrition content in YouTube and Google display ads.
- Joining SSM Health's holiday event to discuss lean beef's role in a heart-healthy diet with more than 60 pulmonary and cardiac health patients. WBC sampled recipes certified by the American Heart Association and shared information about beef's nutrition, how to shop for lean beef, and cooking methods to reduce sodium and fat content.
- Attending the annual Wisconsin Academy of Nutrition and Dietetics and the Wisconsin Society of Cardiovascular and Pulmonary Rehabilitation conferences, where we had a booth showcasing American Heart Association-approved beef recipes, fact sheets on how to enjoy beef in a heart-healthy lifestyle, research updates on lean beef and cardiometabolic health, and other beef nutrition resources.

In addition, WBC continued its partnership this year with the Green Bay Blizzard to promote the value of lean protein for athletes. Build Your Base is a comprehensive sports nutrition program that utilizes beef as its premier protein. It strives to prepare athletes and their families for a successful sports season through ready-to-use materials, best-in-class sports nutrition education and high-quality protein to support optimal performance.

Through the Blizzard partnership, the Build Your Base logo was on game balls throughout the season. Since this is an indoor football league, several game balls end up in the stands and those attendees get to keep the ball. Those who caught a game ball also received beef jerky as a protein-filled snack. WBC had a table at three Blizzard home games, sharing nutrition information, beef recipes and beef jerky. The Blizzard shared the partnership on their social media pages throughout the season. ■



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