



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Seasoned Greetings: Beef Offers Taste, Versatility, and Value for the Holidays

The holiday season is upon us, and families are navigating the delicate balance between cherished traditions and tighter budgets. While inflation has eased slightly, elevated costs continue to shape purchasing decisions. Consumers are prioritizing value without compromising quality. Beef, with its versatility and rich flavor, continues to shine as a holiday favorite, offering budget-friendly options that fit any celebration.

According to the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, 60 percent of consumers expect to spend more on holiday food this year, even as they adopt cost-saving strategies like shopping sales, using coupons, and opting for multipurpose ingredients¹. Beef's adaptability makes it ideal for a wide range of meals, from show-stopping roasts to quick, creative dishes using affordable cuts and leftovers. In fact, 75 percent of households plan to include beef in their holiday dinners, and 50 percent plan to incorporate beef into a holiday lunch.¹

While holiday spending is projected to rise by 31.7 percent, families are allocating more to food and experiences, emphasizing the importance of shared meals². Consumers are increasingly looking for inspiration, with 54 percent seeking new beef roast recipes and 47 percent exploring steak ideas for New Year's. In addition to new recipes, consumers are looking for innovative ways to use leftovers or prepare meals for guests arriving before or after the main holiday events.

The Wisconsin Beef Council offers an array of [resources](#) to help consumers elevate their holiday meals while staying within budget. The website BeefTips.com has step-by-step instructions to preparing a Rib Roast, tips for classic holiday meals, a Roast Swap Guide featuring delicious cuts at various price points, and a collection of innovative leftover recipes.

This holiday season, as we gather with loved ones, let's celebrate with flavorful beef dishes that bring warmth and joy to every table. From festive feasts to cozy weeknight dinners, beef continues to shine as a symbol of quality and tradition.

1. Holiday Consumer Survey, analyzed and summarized by NCBA, on behalf of the Beef Checkoff, September 2024.





2. JLL, Holiday Shopping Report 2024, September 2024

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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.

