



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Beef Checkoff Partnerships in Action: Building and Bringing More Together

State beef councils across the country gathered in Denver, Colorado, Oct. 15-18, for the annual Partnerships in Action (PIA) conference to learn about national Beef Checkoff programs and discuss ways those efforts can be expanded in Wisconsin. Coordinated by the Federation of State Beef Councils and funded by the Beef Checkoff, PIA brings state beef councils together to build a stronger state and national partnership.

Topics discussed during the event highlighted how the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, and state beef councils work together to drive demand for beef. Attendees learned about program strategy, current consumer trends and preferences, and upcoming *Beef. It's What's For Dinner.* promotions. Nearly 80 staff from 32 state beef councils participated in the event, including Wisconsin Beef Council Executive Director Tammy Vaassen, Director of Marketing Angie Horkan, Director of Communications and Outreach Kaitlyn Kesler, and Director of Compliance and Producer Outreach Grace Link.

"This event consistently proves invaluable for our team, offering the chance to collaborate with other states and share best practices in consumer education and beef promotion," Vaassen said. "The insights we gain allow us to bring innovative ideas back to Wisconsin and put them into action."

The Wisconsin Beef Council is part of the Federation of State Beef Councils and voluntarily invests in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. The Federation was established in 1963 by grassroots producers as a more concerted and focused effort to conduct national beef research and promotion programs.

For more information about how the Wisconsin Beef Council is driving the demand for beef, visit BeefTips.com.

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Funded by the Beef Checkoff

About the Federation of State Beef Councils

Created in 1963, the Federation of State Beef Councils represents the 43 Qualified State Beef Councils and is committed to its vision, which is to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. State beef councils voluntarily invest in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. Housed at the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, the Federation is a grassroots organization run by producers across the country.



From left to right: Grace Link, director of compliance and producer outreach; Kaitlyn Kesler, director of communications and outreach; Tammy Vaassen, executive director; Angie Horkan, director of marketing.

