



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Fun run raises \$4,000 for Wisconsin Food and Farm Support Fund

VERONA, Wis. — As a finale to May Beef Month celebrations, 185 individuals across the state laced up for the first virtual Burgers & Buns Fun Run to donate \$4,000 to the Wisconsin Food and Farm Support Fund.

The Wisconsin Beef Council partnered with Wisconsin Farm Bureau Federation for the event to salute beef farmers and ranchers who provide families with wholesome, sustainable protein choices while helping the economy thrive. Between May 24-31, participants wearing beef swag logged their miles anywhere and any way they chose to participate.

“It was incredible to see this level of support during May Beef Month,” Kaitlyn Riley, Wisconsin Beef Council director of communications and outreach said. “We hope to see this enthusiasm continue throughout the summer months as consumers say they plan to spend more time on the grill in 2021.”

A new survey conducted by the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff, said grilling over the summer holidays is on the rise with 8-13 percent more U.S. consumers claiming they will grill on either Memorial Day, Father’s Day, Labor Day, or July 4th compared to 2020. Consumers on average plan to grill about 9.2 times a month this summer. That is up from 2020 when consumers said they planned to grill about 8.3 times per month.

The \$4,000 donated to the [Wisconsin Food and Farm Support Fund](#) will back farmers and ranchers by encouraging consumption of milk, beef, and other agriculture products to ensure farmers continue to have a place to sell their products and provide Wisconsinites access to nutritious, high-quality foods. The fund reaches all corners of Wisconsin from the most urban areas to the rural farming communities.

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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.

