



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## Beef Checkoff launches local beef directory

**VERONA, Wis.** — The Wisconsin Beef Council is inviting farmers to join a free local beef directory hosted on the organization's website.

"We support all avenues for producers to market their livestock whether in the sale barn or through direct marketing," Wisconsin Beef Council Director of Compliance and Producer Outreach Grace Link said. "We hope this can be an additional resource for our beef producers within the state as well as consumers. We see Wisconsin farmers diversifying their operations by selling beef directly to the consumer. Consumers want to make that farm-to-table connection and learn more about how their beef is raised. This local beef directory that will be housed on the Wisconsin Beef Council website will be a great asset for both parties."

All producers who directly sell beef off the farm or at a farmer's market are welcome to add their information to the list by completing the [online registration](#) found at beeftips.com. The [directory](#) includes an interactive map so those who are searching for beef can find a convenient location.

Part of the sign-up process will ask for Beef Quality Assurance (BQA) or Farmers Assuring Responsible Management (FARM) certification. While not immediately required to be part of the directory, there are opportunities to [certify in person](#) or [online](#).

Producers who are direct marketing their meat to customers by halves, quarters or cut by law must remit the dollar for every animal harvested to sell. A dollar per head must be remitted directly to the Wisconsin Beef Council once a year by the seller. The buyer is considered to be miscellaneous as the product is sold to various customers. More information about Beef Checkoff compliance can be found at beeftips.com.

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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.

