



**Chris Danou's Capitol Report**  
Celebrate Wisconsin's Beef Industry this Month

The month of July recognizes the beef industry in Wisconsin and across the country. While it's not uncommon to see and smell our neighbors using the grill in the middle of winter, it's especially common to witness large and small groups grilling beef products in the summer. I'm sure many people recently celebrated the 4<sup>th</sup> of July with a cookout that featured hamburgers, steaks and other beef products on the grill.

While Beef Month doesn't typically receive the same level of recognition as June Dairy Month, the beef industry is still an important part of Wisconsin's economy and culture. According to the Wisconsin Beef Council, the production of cattle for beef supports 14,000 jobs in Wisconsin, \$631 million in total income and \$1.86 billion in industrial revenues. Beef processing generates 20,900 jobs and \$1.47 billion in total income along with \$4.9 billion in industrial revenues. Beef cattle production combined with processing generates over \$200 million in state and local revenues. This is a significant part of our economy, particularly in western and southwestern Wisconsin in which nine of the top ten beef producing counties are located, including Buffalo County ranking 8<sup>th</sup> on the list.

Wisconsin's beef industry has experienced considerable growth since 1987 with over 250,000 head of cattle. That's roughly a 44% growth that ranks Wisconsin 12<sup>th</sup> in the nation in overall production. In the past 10 years, Wisconsin is only one of ten states that have increased beef cow herd numbers and it had the second largest growth behind Oklahoma.

Raising beef cattle in Wisconsin brings some advantages compared to other states across the country. According to John Freitag of the Wisconsin Beef Council, Wisconsin didn't see the liquidation of beef products that other states did due to the drought in 2012 because of our great seed stock industry and natural grasses to feed our calves and cows. With such a great market already in place to produce and sell quality beef products, Freitag sees Wisconsin as having an advantage to increase our beef sales and exports to other countries.

It's pretty clear that beef plays an important part of the Wisconsin culture and identity. It's also an important industry in western Wisconsin that creates jobs and has a positive economic impact in our community. For more information about the beef industry, nutritional information, recipes and other interesting facts, feel free to visit the Wisconsin Beef Council's website at <http://www.beeftips.com/>.

No matter what you decide to eat and enjoy, please take some time to celebrate Wisconsin's beef industry and contribute to our economy this month.

