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CELEBRATING 4th OF JULY AROUND THE WORLD WITH NEBRASKA BEEF

LINCOLN—July 4th celebrations are popular here in America and at U.S. Embassies around the world, as well. This year, Nebraska beef is a featured menu item at U.S. Embassy Fourth of July celebrations in Bulgaria, Israel and Singapore. These celebratory receptions are giving those in attendance a taste of the delicious and quality beef product Nebraska has to offer.

“Showcasing beef at special events is part of our ongoing effort to tell the story of Nebraska agriculture,” said Nebraska Department of Agriculture (NDA) Director Greg Ibach. “We’re here to develop and promote the Nebraska brand of excellence and quality wherever that takes us.”

At the U.S. Embassy receptions in Bulgaria and Singapore this week, hundreds were in attendance including the diplomatic corps, politicians, actors, singers, business leaders and educators. The Nebraska Beef Council sponsored the events providing a taste of Nebraska beef to everyone in attendance.

“Foreign marketing is a key component of the strategic plan for the beef checkoff, and these types of activities only help to build upon the solid foundation that Nebraska has as an extraordinary supplier of high quality beef,” said Buck Wehrbein, chairman of the Nebraska Beef Council.

At the U.S. Embassy in Tel Aviv, the Ambassador announced to a cheering crowd that beef from “the Great State of Nebraska” would soon be available in Israel. WR Reserve of Hastings provided the beef featured at the event and is the only U.S.-approved supplier to the Israeli market at this time.

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“Export activity like what we are seeing in the beef sector is exactly what we need to continue to grow our Nebraska economy,” said Ibach. “I am excited to further our state’s export efforts for all Nebraska agricultural goods.”

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MEDIA: Photos from the Bulgarian event as well as a short video of the Israeli event are available on the NDA Facebook page - www.facebook.com/Nebraska.Department.Agriculture

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