Division of Marketing
Agricultural Development and Diversification (ADD) Program

1992 Grant Final Report

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1993 WORLD BEEF EXPO SUMMARY

Excitement ran extremely high at the first World Beef Expo, held April 16-18, in Madison at the Dane County Expo Center. Fifteen beef cattle breed shows brought enthusiastic cattle producers from around the world together to compete, to buy and sell breeding stock and genetics, and to discuss all aspects of the beef industry.

International Participation

World Beef Expo truly was a world wide event that included 115 visitors from 16 foreign countries. Countries that were represented at World Beef Expo are:

Australia	Argentina
Belgium	Brazil
Canada	England
Germany	Guatemala
Hungary	Italy
India	Mexico
New Zealand	Poland
Puerto Rico	Sweden

United States Participation

Beef cattle producers and commercial exhibitors from 24 states participated in the first World Beef Expo. According to exhibitor surveys, the audience was a well-targeted beef producer market, and also was surprisingly profitable for commercial exhibitors for a first year show.

Total Attendance	14,850 visitors
Cattle Exhibitors	427 exhibitors
Cattle	1,198 animals
Commercial Exhibitors	240 companies
	311 booth spaces

Economic Impact

World Beef Expo had a very positive effect directly on the state of Wisconsin's economy. World Beef Expo created 1.5 full term equivalent positions in the state of Wisconsin by necessitating two new quarter-time jobs, and raising 2 half-time positions to full time. World Beef Expo also generated almost 800 hours of paid student labor.

Volunteer work was also a very important part of World Beef Expo. Almost 300 unpaid volunteers helped the beef cattle shows, the educational forum, and other activities at World Beef Expo run smoothly.

F.T.E. employees added	1.5
Volunteers	300
Student hours	785

The commercial exhibitors at World Beef Expo also profited from the show. The commercial exhibitor survey revealed that exhibitors were well pleased with the show and thought it was quite profitable for a first year show. One pharmaceutical company reported that over $12,000 in sales were written at World Beef Expo. Commercial exhibitors reported that about 60,000 sales leads were gathered during the three day show.

The cattle sales generated $410,960 in sales at the show. The beef cattle exhibitors also made numerous contacts for sales to be made at later dates.

Educational Opportunities

World Beef Expo offered all attendants the opportunity to share ideas and learn more about the beef industry. Opportunities and estimated audiences included:

Live Animal Evaluation Clinic	180 attended
International Breeders Forum	300 attended
Nutritional Technical Conference	280 attended
10 Cooking Demonstrations & Meat Products Displays	75-100 attended at each

In addition, the almost 15,000 people at World Beef Expo had the opportunity to watch some of the best beef cattle in the world compete in the show ring, and they also were able to learn more about both new and old products and have them explained by company representatives in the trade show.

World Beef Expo Commitment

World Beef Expo is committed to the continued growth of Word Beef Expo. A contract with the Dane County Expo Center has been signed for the 1994 show on April 14 to 17. The planning process for the 1994 World Beef Expo is also under way.

Future Changes to World Beef Expo

In 1994 World Beef Expo will add one day to the length of the show. In addition, the hours will run longer into the evening while the beef cattle shows are still competing. Intercollegiate livestock and judging contests will also be added.

The upper concourse area will also be changed to better accommodate and encourage foreign businesses at World Beef Expo.

World Beef Expo Goals for 1994

Total Attendance of 25,000	260 Commercial Exhibits
Cattle Entrees of 1,500	350 Booth Spaces Sold

Using calculations from the Greater Madison Convention and Visitors Bureau, $1.1 million entered the local economy due to World Beef Expo. This shows that World Beef Expo is a profitable investment in Wisconsin's economy. Combine that with the foreign and national business generated for beef producers and commercial exhibitors, and you have a very important, solid, and positive investment in Wisconsin's economy.