

Beef Classroom Promotion Guidelines

1. Any local (FCS) and or Ag program may request up to \$100 per fiscal year, **while budgeted funds are available**, for a project directly relating to the promotion or education of beef. The fiscal year runs from July 1 through June 30.
2. This program is intended to help purchase beef for classroom education for youth in a k-12 school program.
3. Promotion or education activities must encourage the use of beef. The proposed promotional project must relate to one of the following key Minnesota Beef Council goals:
 - Enhance image of the Minnesota Beef Industry.
 - Increase consumer and influencer understanding of the value, preparation, safety, and nutritional attributes of beef.
4. All requests must be submitted directly to the Minnesota Beef Council.
5. Before a promotion or educational activity can be started, a written proposal must be received and approved by the Executive Director and the Promotion Committee Chairperson of the Minnesota Beef Council. All requests must be made in advance of the proposed promotion. If the promotion is approved, the applicant of the organization will receive in writing approval.

*** NO PROMOTIONS/ EDUCATIONSHOULD BEGIN BEFORE APPROVAL IS RECEIVED ***

*** NO EQUIPMENT SUCH AS GRILLS OR OTHER ACCESSORIES CAN BE PURCHASED ***

6. Your promotion/ education cannot be revenue-generating (nothing may be sold to raise funds for the sponsoring organization) and you may not promote a breed or local association.
7. Reimbursement to organization: To receive reimbursement for the promotion, or education send the Minnesota Beef Council a short-written report and photos of the project and paid receipts or copies of cancelled checks for all funds spent. (Receipts must clearly identify what was purchased.) Pictures are appreciated and can also be sent electronically to jon@mnbeef.org.
8. Contact Jon Dilworth at the Minnesota Beef Council (Email jon@mnbeef.org or Phone 763-479-1011) with any questions regarding guidelines or completion of the forms.