

## MINNESOTA BEEF COUNCIL LOCAL PRODUCER PROMOTION PROGRAM REQUIRED GUIDELINES

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1. Any local cattle producer organization, including local breed association, dairy promotion groups and agricultural organizations may request up to \$500 per fiscal year, while budgeted funds are available, for a project directly relating to the promotion or education of beef. Fiscal year runs from July 1 through June 30.
2. 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
3. All requests must be submitted directly to the Minnesota Beef Council by the President/Chairman of the local organization.
4. 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 **four (4) weeks** in advance of the proposed promotion. If the promotion is approved, the President of the organization will receive in writing an approval letter.

\*\*\* NO PROMOTIONS SHOULD BEGIN BEFORE APPROVAL IS RECEIVED \*\*\*

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

5. Any promotional materials, such as educational brochures, recipes, cut charts may be requested through the Minnesota Beef Council. Any trinkets or give-aways need to be ordered through the NCBA Beef Store ([www.beefstore.org](http://www.beefstore.org)), the organization will need to place that order and it will need to be included in the \$500 request.
6. Your promotion cannot be revenue generating (nothing may be sold to raise funds for the sponsoring organization) and you may not promote your breed or local association.
7. Beef Bucks: Beef Bucks is a non-profit organization poised to promote the beef industry as well as educate the general public about all of the great things about America's finest food, BEEF! The "Beef Buck" itself comes in two forms; a pre-paid check or a VISA debit card that can be redeemed at a wide variety of locations across the country. **To order: Beef Bucks** in variable denominations or **Beef Bucks Prepaid VISA**, Contact Nancy Montross, [nancy@beefbucks.org](mailto:nancy@beefbucks.org) or to order Beef Bucks by phone, call 1-888-640-MEAT.
8. Reimbursement to organization: To receive reimbursement for the promotion, send the Minnesota Beef Council a short written report 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 [royalee@mnbeef.org](mailto:royalee@mnbeef.org).
9. Contact the Royalee Rhoads at the Minnesota Beef Council (Email: [royalee@mnbeef.org](mailto:royalee@mnbeef.org) or Phone: 763-479-1011) with any questions regarding guidelines or completion of the forms.