

Team BEEF SD



PRIME CUTS PROGRAM

We're adding some friendly competition to our team! The Prime Cuts Program rewards and creates incentives for our most active, loyal and passionate **Team BEEF SD** members for going above and beyond team requirements by sharing their passion and striving to learn more about beef.

Members have the opportunity to receive points every time they represent **Team BEEF SD**. These include:

- A sponsored or non-sponsored race
- Volunteers of behalf of **Team BEEF SD** or
- Educates consumers about BEEF at an event approved by the Team Captain

Deadline for submitting points is Sept. 17, 2017. Points will be totaled and awards distributed on October. The top 3 point earners will win Prime Cuts awards as listed at right.

Please note that for every event and activity it is your responsibility to track and submit your progress to the Team Captain. Pictures, screenshots and activity logs may be required.

ADDITIONAL PROGRAM INFORMATION

- Contest open to **Team BEEF SD** members who are at least 18 years of age
- Team contracts are good for 1 **Team BEEF SD** calendar year only
- **Team BEEF SD** members must be considered in good standing, have a signed Team BEEF SD waiver on file and complete the [Team BEEF SD online orientation nutrition quiz](#)
- The South Dakota Beef Industry Council (SDBIC) is not liable for any injuries which may occur while participating in a SDBIC sponsored event or activity. It is recommended you always consult a physician before beginning any exercise program.
- All prizes are subject to change and up to the discretion of the SDBIC

PRIME CUTS AWARDS

Top Earner: Prime BEEF

\$200 Beef Bucks
\$200 Race reimbursements*
Team BEEF Swag

2nd Place: Choice BEEF

\$150 Beef Bucks
\$150 Race reimbursements*
Team BEEF Swag

3rd Place: Select BEEF

\$100 Beef Bucks
\$100 Race
Reimbursements*

Team BEEF Super Star

Team BEEF SD members who complete both the Masters of Beef Advocacy program and the 30 Day Protein Challenge will be included in a drawing for a chance to win a Traeger Grill (estimated value \$1,000)

**Proof of purchase required
for race reimbursements*



POINTS PLAYBOOK

Event/Opportunity	Description	Date/Location	Points
MASTERS OF BEEF ADVOCACY PROGRAM	<p>Modules will address environmental sustainability, beef nutrition, animal welfare and beef safety while taking users through the beef lifecycle from pasture to plate</p> <p>Complete the online Masters of Beef Advocacy Program</p>	<p>Can be completed at your own pace.</p> <p>Already completed the MBA program? Earn points by encouraging another person to complete the program and have them report feedback to the Team Captain.</p> <p>Confirmation of completion certificate and/or screenshot must be submitted to Team Captain by Sept. 15, 2017.</p>	50
<p>BEEF UP A BOOTH</p> <p>South Dakota Beef Industry Council booth at various events.</p> <p>Events calendar will be posted on Team BEEF SD webpage.</p>	<p>Assist SDBIC staff at booth with cooking demos, nutrition information, and recipe distribution.</p> <p>2 hour shifts will be assigned, Please contact Team Captain if interested.</p>	<p>Please RSVP to: hswee@sdbeeff.org</p>	10 pts./2 hr. shift
<p>GIVE BACK</p> <p>Community Service Event</p>	<p>If you organize a volunteer opportunity in your community and have at least two volunteers in BEEF promotional shirts. (For non-team members, shirts can be ordered through Team Captain.)</p>	<p>To be approved by Team Captain and submitted at least 2 weeks in advance of project date.</p>	<p>Organizer: 20</p> <p>Participants: 10</p>

QUESTIONS?

Contact Holly Swee, Team Captain for more information.

Holly Swee, Director of Nutrition and Consumer Information

South Dakota Beef Industry Council | P.O. Box 7051 | Pierre, SD 57501

(605) 957-5283 (direct line)

POINTS PLAYBOOK

Event/Opportunity	Description	Date/Location	Points
OTHER EVENTS	As determined. Opportunities will be posted to the Team BEEF SD group Facebook page.	TBD	20
CHEER SQUAD Cheer Card posted on the Team BEEF SD webpage.	Cheer on a fellow Team BEEF SD member at one of their events! (Note: For events in which you do not compete.)	Must be approved prior to attending. Submit pictures from event to Team Captain. <u>Cheer cards available.</u>	5
SHARE THE LOVE (OF BEEF!)	A recipe, inspiration, or Team BEEF competition photo on Facebook, Twitter, Pinterest or Instagram with the hastags #BeefFuelsMe and #RunInRed	Anytime, anywhere! Must be submitted for approval prior to Sept. 15, 2017. Please track your posts. Contact Team Captain for reporting details.	5
GUEST STAR	Writing a blog post, a guest piece in a magazine or local paper, interview with a TV station or other publication where you speak about BEEF and why you incorporate it into your athletic diet!	Anytime, anywhere! Must be submitted for approval prior to Sept. 15, 2017. Please track your posts. Contact Team Captain for reporting details.	20
WALK THE TALK	30 Day Protein Challenge	Complete the 30 day Protein Challenge and submit a paragraph on your journey, learnings, and feedback to the Team Captain. Already completed the challenge? Earn point by encouraging another person to complete the challenge and report feedback to the Team Captain prior to Sept. 15, 2017	50

Missing Something?

Have an activity you think should be on this list? Let us know!

Email: hswee@sdbeef.org