

Team BEEF SD



PRIME CUTS PROGRAM

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 based off of activities listed in the **Point Playbook**.

Deadline for submitting points is Sept. 25, 2020. Points will be totaled and awards distributed in 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 one **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 online **Team BEEF SD Nutrition Video and 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

\$300 Beef Bucks
\$300 Race reimbursements*
Team BEEF Swag

2nd Place: Choice BEEF

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

3rd Place: Select BEEF

\$100 Beef Bucks
\$100 Race reimbursements*

All Team BEEF SD members who participate in the Prime Cuts Program will receive a consolation prize.

**Proof of purchase required
for race reimbursements*

POINTS PLAYBOOK

Event/Opportunity	Description	Date/Location	Points
MASTERS OF BEEF ADVOCACY (MBA) 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 MBA: 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 as well as the completed certificate to the Team Captain.</p> <p>Confirmation of completion certificate and/or screenshot must be submitted to Team Captain by Sept. 25, 2020.</p>	30
BEEF UP A BOOTH South Dakota Beef Industry Council has booths at various events. Events calendar will be posted on Team BEEF SD webpage.	<p>Assist SDBIC staff at booth with cooking demos, nutrition information, and recipe distribution.</p> <p>Shifts will be assigned. Please contact Team Captain if interested.</p>	<p>Please RSVP to: hswee@sdbeeff.org</p>	10 pts./2 hr. shift
GIVE BACK Consumer Focused Community Service Event	<p>Volunteer to provide a beef educational opportunity to consumers in your community utilizing educational resources such as those found on our Team BEEF Toolkit resource page.</p>	<p>Submit a description of the activity you provided including the date, location, audience and shared information to the Team Captain prior to Sept. 25, 2020.</p>	25

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
TEAM SUPPORT	Participate in 5 of the suggested Team BEEF SD races and/or events to earn 5 points.	Submit 1 picture from each of the 5 Team BEEF SD races and/or events that you participated in to the Team Captain. <u>Suggested Team BEEF SD Races/Events</u>	5
SHARE THE LOVE (OF BEEF!)	Share a beef recipe, team inspiration, Team BEEF competition photo or training photo on Facebook, Twitter or Instagram . Use one or all of the following hashtags #TeamBeef #TeamBeefSD #PoweredByBeef	Anytime, anywhere! Must be submitted prior to Sept. 25, 2020. One point per post. Please track your posts and submit to the Team Captain. Contact Team Captain for questions on reporting details.	1
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 healthy and active lifestyle.	Anytime, anywhere! Must be submitted prior to Sept. 25, 2020. Please track your posts. Contact Team Captain for reporting details.	20
OTHER CONSUMER EVENTS	As determined by Team Captain. Opportunities will be posted to the Team BEEF SD group Facebook page or emailed to members.	TBD	TBD

Missing Something?

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

Email: hswee@sdbeef.org