SOUTH DAKOTA BEEF INDUSTRY COUNCIL LOCAL PRODUCER PROMOTION PROGRAM REQUIRED GUIDELINES

The Local Producer Promotion Program was created to support producer organizations who are working to build beef demand on the local level. Any local cattle producer organization may request up to $500 per fiscal year for projects directly relating to the promotion of beef.

To apply for funds in the Local Producer Promotion Program, please review the program guidelines and complete the online application. Once the requests are received in the South Dakota Beef Industry Council office, they are approved for validity, and the applicant will be contacted with approval.

Need resources such as recipes for youth materials, or stickers to help you with your promotion efforts? Please be sure to inquire with our team. We have free resources available!

1. Any local cattle producer organization, including local breed association, dairy promotion groups and agricultural organization may request up to $500 per fiscal year, while budget funds are available for a project directly relating to the promotion or education of beef. Fiscal year runs from October 1 through September 30.

2. Promotion or education activities must encourage the use of beef. The proposed promotional project must relate to one of the following key South Dakota Beef Industry Council goals:
    - Enhance image of the South Dakota 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 South Dakota Beef Industry 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 South Dakota Beef Industry Council. All requests must be made **four (4) weeks** prior 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 EQUPEMENT 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 South Dakota Beef Industry Council. Any trinkets or giveaways need to be ordered through the NCBA Beef Store (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). The organization will need to place that order, and it will need to be included in the $500 request.

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 the great things about America's finest food, BEEF! The "Beef Buck" itself comes in two forms; a prepaid 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 or to order Beef Bucks by phone, call 1-888-640-MEAT.

8. Reimbursement to organization: To receive reimbursement for the promotion, send the South Dakota Beef Industry Council a short-written report of the project and paid receipts or copied of cancelled checks for all funds spent. (Receipts must clearly identify what was purchased.) Pictures are appreciated and can also be sent electronically to ewoockman@sdbeef.org.

9. Contact Emily Woockman or Jon Dilworth at the South Dakota Beef Industry Council (Email: ewoockman@sdbeef.org; jdilworth@sdbeef.org or Phone: (605) 224-4722) with any questions regarding guidelines or completion of the forms.