SOUTH DAKOTA BEEF INDUSTRY COUNCIL CLASSROOM PROMOTION REQUIRED GUIDELINES

1. Any local (FCS) and or Ag program 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. The fiscal year runs from October 1 through September 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 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.

4. All requests must be submitted directly to the South Dakota Beef Industry 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 South Dakota Beef Industry Council. All requests must be made in advance of the proposed promotion. If the promotion is approved, the applicant of the organization will receive written approval.

*** NO PROMOTIONS/EDUCATION SHOULD 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 your association.

7. Reimbursement to organization: To receive reimbursement for the promotion/education, send the South Dakota Beef Industry Council a short-written report, 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 ewoockman@sdbeef.org.

8. 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.